



THE
SCALE IT
METHOD®

NORTH STAR METRICS

REVENUE _____ PROFIT _____

DEPARTMENT	NSM'S PER WEEK	PER MONTH
MARKETING		
Number of Qualified Leads		
Number of Event or Webinar Attendees		
Cost of Acquisition (CAC)		
SALES		
Number of Sales Conversions		
Sales Conversion Rate		
Number of New Sales of XYZ Product		
OPERATIONS		
Customer Retention Rate		
Team Retention Rate		
FINANCE		
Client Lifetime Value		
Total Revenue		
Net Profit		