

KPI'S FOR YOUR TEAM



lifestyletradie.com.au

Want To Love Your Business Again?

Hi, we're Andy and Angela Smith, co-founders of Lifestyle Tradie and Dr. DRiP Plumbing. We teach tradies in business, just like you, how to break the cycle of chaos — long hours, hiring and cash flow dramas, debt collection, and constant bickering.

When you started your trade business, it was a proud moment. You'd finally be in control. Best of all, it was your ticket to a **better lifestyle for you and your family**. More freedom. But now, the self-doubt has crept in. You had no idea how busy and lonely you'd be feeling at the same time.

How do we know this? We've been there, too.

When we started our own trade business, Dr. DRiP Plumbing in 2000, it went gangbusters. It quickly grew into a **multimillion-dollar business**. At the peak, we had a team of 17 tradies, with eight vehicles on the road. We were on top of the world, right?

Wrong. Our lives were in complete chaos.

Like flicking a switch, we went from making **\$50,000 a month to losing \$50,000 a month**. At our worst, we had \$188,000 outstanding. The dire situation was soul-destroying for both of us and it took a heavy toll on our marriage. Everything we'd worked hard for was hanging in the balance.

We had no systems. Andy kept everything in his head. BIG mistake. Before our eyes, the business was **spiralling out of control** — and we were financially, emotionally and physically spent. We had no idea how to fix it and nowhere to go to get help, which completely weighed us down.

After hitting rock bottom in business ourselves, we climbed out the hard way, learning our biggest lessons through expensive trial and error. Based on this experience, we've developed **Lifestyle Tradie's** award-winning trade business education hub and community.

Here's the thing. It's the best business people who are successful, not the best tradies. TAFE only taught you the rules and regulations. Your first boss only taught you how to swing a hammer.

You've never been taught how to become a business owner, until now.

You don't have to reinvent the wheel.

Lifestyle Tradie Membership is for you — plumbers, electricians, builders, landscapers, painters, glaziers, air conditioning technicians, and more — if you want to **reclaim that proud moment**, where anything is possible.

To your success,

Andy & Angela Smith

Andy & Ange Smith



What should you track?

As the trade business owner, it's up to you to track the metrics that matter to you and your defined goals and objectives. A KPI dashboard provides you with an **at-a-glance view of your business's performance** in real-time for a better picture on how the entire organisation is doing. Here's a list of key performance indicators that you could track in your business.

SALES

- Number of leads
- Leads as a percentage by marketing campaign
- Percentage of repeat customers vs new
- Call conversion as a percentage
- Number of quotes per week/month
- Total value of quotes - compare same sales periods
- Quote conversion
- Lost quotes
- Upsells by employee (by week/month/year)
- Inspections conducted by employee (by week/month/year)
- Total time billed vs paid as a percentage
- Average dollar sale by tradesman
- Turnover/Volume - in dollars and/or units sold
- Turnover/Volume - compared to previous sales periods
- Turnover/Volume - by tradesman
- Gross/Net Profit - by tradesman
- Gross/Net Profit - compared sales periods
- Profitability as a percentage of sales
- Profitability by product/service
- Turnover by market segment
- Turnover by marketing campaign
- Turnover by geographic area
- Marketing campaign by geographic area
- Growth rate in total sales
- Market share - the business percentage share of total industry sales
- Expenses as a percentage of sales
- Inventory levels
- Inventory turnover/rotation per year
- Customer complaints

STAFF

- Turnover and absenteeism
- Decrease or increase in number of employees
- Customer feedback

QUALITY CONTROL

- Customer reviews/feedback by tradesman
- Call backs by tradesman

FINANCE

- Total outstanding debt - by 30,60,90 days
- Average time taken by customers to pay their debt
- Average time taken by business to pay accounts
- Ratio of assets to liabilities
- Ratio of debt to equity
- Amount of working capital available
- Overdraft available
- Cash ratio
- Financial reports such as Profit & Loss, Balance sheets and forward forecast

PRODUCTIVITY

- Sales per tradesman (by week/month/year)
- Net earnings per tradesman
- Billable hours as a percentage of paid time
- Production rates as a percentage of paid time
- Benchmarking; direct comparisons of business with other similar business operations
- Time to process orders and enquiries
- Amount and value of goods returned for credit or rework

How to complete your Staff Performance Dashboard

Information in = information out.

The data doesn't jump into the spreadsheet on its own. It's up to you or your team to input accurate data to the Staff Performance Dashboard.

There are two versions of the Staff Performance Dashboard — **a basic version and an advanced version**. We recommend you start with the basic version and work up to the more advanced version, when you feel comfortable with the process.

In our trade business, we track this data through our **job management software and accounting software**.

Weekly KPI's		Week Ending:									
		5/3/2020	5/10/2020	5/17/2020	5/24/2020	5/31/2020	6/7/2020	6/14/2020	6/21/2020	6/28/2020	
Tradesman #1											
Total Number Of Jobs:	16	14	12	0	0	0	0	0	0	0	0
Total Invoiced Out:	\$ 3,559.94	\$ 9,181.00	\$ 8,129.10	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Average Dollar Sale	\$ 222.50	\$ 655.79	\$ 677.43	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
GPs:	\$ 2,981.00	\$ 7,291.00	\$ 6,821.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Tradesman #2											
Total Number Of Jobs:	17	14	13	0	0	0	0	0	0	0	0
Total Invoiced Out:	\$ 6,337.99	\$ 4,920.00	\$ 5,319.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Average Dollar Sale	\$372.82	\$351.43	\$409.15	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
GPs:	\$ 4,210.00	\$ 3,620.00	\$ 4,021.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Tradesman #3											
Total Number Of Jobs:	11	14	0	0	0	0	0	0	0	0	0
Total Invoiced Out:	\$ 9,823.00	\$ 3,614.25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Average Dollar Sale	\$ 893.00	\$ 258.16	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
GPs:	\$ 7,283.00	\$ 2,856.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Tradesman #4											
Total Number Of Jobs:	0	0	0	0	0	0	0	0	0	0	0
Total Invoiced Out:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Average Dollar Sale	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
GPs:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Tradesman #5											
Total Number Of Jobs:	0	0	0	0	0	0	0	0	0	0	0
Total Invoiced Out:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Average Dollar Sale	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
GPs:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Tradesman #6											
Total Number Of Jobs:											
Total Invoiced Out:											

Advanced KPI's		Week Ending:									
		5/3/2020	5/10/2020	5/17/2020	5/24/2020	5/31/2020	6/7/2020	6/14/2020	6/21/2020	6/28/2020	
Tradesman #1											
Total Number Of Jobs:	16	14	12	0	0	0	0	0	0	0	0
Total Invoiced Out:	\$ 3,559.94	\$ 9,181.00	\$ 8,129.10	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Average Dollar Sale:	\$ 222.50	\$ 655.79	\$ 677.43	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
GPs:	\$ 2,981.00	\$ 7,291.00	\$ 6,821.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Time Billed Out:	18.25	40.92	34	0	0	0	0	0	0	0	0
Total Time Worked:	40	48	46	0	0	0	0	0	0	0	0
% of Time Billed:	46%	85%	74%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Total Overtime This Week:	0	8	6	0	0	0	0	0	0	0	0
Total Overtime (Year To Date):	0	8	14	14	14	14	14	14	14	14	14
Incentives This Week:	3	7	8								
Incentives (Year To Date):	3	10	18	18	18	18	18	18	18	18	18
Plumbing Inspections This Week:	13	12	9								
Plumbing Inspections (Year To Date):	13	25	34	34	34	34	34	34	34	34	34
New Quotes This Week:	3	6	3								
Pending Quotes Total (#):	12	16	17								
Pending Quotes Total (\$):	\$ 62,943.00	\$ 73,291.00	\$ 72,394.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Quotes Won This Week (#):	2	4	4								
Quotes Won This Week (\$):	\$ 3,102.00	\$ 5,920.00	\$ 9,283.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Reviews This Week:	6	10	9								
Customer Reviews (Year To Date):	6	16	25	25	25	25	25	25	25	25	25
Customer Complaints This Week:	0	0	0								
Customer Complaints (Year To Date):	0	0	0	0	0	0	0	0	0	0	0
Lates This Week:	0	0	0								
Lates (Year To Date):	0	0	0	0	0	0	0	0	0	0	0
Call Backs This Week:	1	0	0								
Call Backs (Year To Date):	1	1	1	1	1	1	1	1	1	1	1
Sick Days Taken This Week:	0	0	0								
Sick Days Taken (Year To Date):	0	0	0	0	0	0	0	0	0	0	0
Annual Leave Days Taken This Week:	0	0	0								
Annual Leave Days Taken (Year To Date):	0	0	0	0	0	0	0	0	0	0	0

My Staff Performance Dashboard is complete, now what?

Review your dashboard, line by line, comparing your team members.

Do this with all the KPIs you're tracking. Is there something one tradesman may need help with? Are they less productive all of a sudden? Is something going on in their personal lives that should be addressed? Or, are they less productive than the rest of the team? Would this tradie benefit from more training?

On the flipside, is there someone who's converting more quotes than the rest of the team? You should have a chat with them to find out what they're doing differently. Why not share this with the rest of the team? These are just a few examples. You can easily see knowledge is power when you measure and monitor KPIs.

We're in this together!



What's next?

You're the one wearing the heavy load of responsibility - and suffering major stress.
Find out how we can help further...



 LISTEN HERE

LISTEN TO...



This podcast is about having conversations on topics that matter to tradies, tradie wives, and partners who want to be better at business. You'll hear expert tips, step-by-step trade business strategies, insights and the occasional rant!

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