

METRICS

New Leads / Month

	15+	Goal Exceeded - Great
	10 – 14	Goal Met – Good
	5 – 9	Warning: Goal Not Met
	0 – 4	Critical: Far Short of Goal

New Clients / Month

	3	Goal Exceeded - Great
	2	Goal Met – Good
	1	Warning: Goal Not Met
	0	Critical: Far Short of Goal