

Traditional Operational Metrics and Measurements - Input from the audience

4 types of metrics:

Sales	Operational
Attach rate Revenue v target Conversion rates Pipeline Win-loss ratio Deal size Backlog (time between close and delivery) Marketing effectiveness Pricing –Market price	Class fill rate Cancellation rate Utilisation of resources (instructor-classroom-hw) Frequency of courses Locations Certification (pass-fail)
Financial	Customer Satisfaction
Revenue Cost Margin Profit VSOE	Overall quality Feedback Post training survey Course improvements-changes Courseware Facilities Instructor Repeat business Effectiveness