

Historical Benchmarking

If you had the very best year you're capable of in every department, what would your P&L look like? Where would the biggest improvement lie? What would you do with all that extra cash?

We don't want you to set goals by pulling "wouldn't it be nice" numbers out of thin air. Instead, we use this historical benchmarking tool to set the best performance you've ever had in each area as the numbers to reach again this year. Will they be lofty goals? Sure, but you've already achieved them before, who says you can't do it again?

55 Questions.

Company Name:
Date:

Historical Benchmarking Worksheet

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Best Of</u>
Business Unit A \$						
Business Unit B \$						
Business Unit C \$						
Total Revenues \$						
Materials \$						
Labor \$						
Direct Overhead \$						
Gross Profit						
Payroll \$						
Travel & Entertainment \$						
Sales & Marketing \$						
Office Supplies \$						
Professional Fees \$						
Utilities \$						
Rent \$						
Depreciation \$						
Interest Expense \$						
Miscellaneous \$						
Operating Profit						