



Goal Setting

DAILY GOALS & KPIs

1. Service 14+ residential customers
2. Complete all scheduled commercial jobs
3. Maintain 90% - 95%+ on-time arrival rate
4. Upsell/add-on services (deodorizing, one-time deep cleans) to at least 2 clients per day
5. Ask for a referral or review from 2 customers per day
6. Review, Track and minimize drive time per stop (<10 min average)

WEEKLY GOALS & KPIs

Client Base Growth

1. Acquire 3-5 new customers per week through referrals, ads, and outreach

Goal:

- Maintain a 90%+ customer retention rate

KPI:

- Ensure at least 80% of new customers commit to recurring service

Revenue & Sales

1. Increase weekly revenue by 5-10% through new customers & upsells
2. Sell 5+ one-time deep cleans per week
3. Close at least 2 commercial leads/month

Operational Efficiency

1. Reduce wasted drive time by optimizing routes
2. Maintain fleet and equipment (weekly truck/equipment check)
3. Ensure employee logs 40 productive hours per week

Marketing & Referrals



1. Generate at least 3 customer reviews per week
2. Post 2-3 social media updates promoting the service
3. Run one promotional campaign (discounts, referral rewards, etc.)

QUARTERLY GOALS & KPIs (Every 3 Months)

Growth Targets

1. Increase active client count from 100 → 130-140
2. Close at least 3 new commercial accounts
3. Increase monthly revenue by 15-20%

Customer Retention & Rebook Rate

1. Maintain 90%+ retention rate
2. Achieve a 75%+ rebook rate for one-time service customers

Preparation for Second Truck & Employee

1. Increase weekly residential capacity to 80+ stops
2. Assess demand and start hiring/training for the next employee
3. Save 25-30% of additional revenue for second truck investment

YEARLY GOALS & KPIs

Business Expansion

1. Grow to 160+ active residential customers
2. Add at least 5 more commercial clients
3. Hire 2nd employee and launch 2nd truck

Revenue & Profitability

- Increase annual revenue by 40-50%
- Maintain a 30%+ profit margin after operational expenses
- Reinvest profits into marketing, equipment, and employee retention

Customer Loyalty & Brand Growth



- Achieve a 95% customer satisfaction rate
- Generate at least 50+ online reviews
- Expand referral program participation by 20%

Action Plan to Get to the Next Truck & Employee

- ✓ **Weekly Goal: Gain 3-5 new customers**
- ✓ **Quarterly Goal: Reach 130-140 active customers**
- ✓ **Annual Goal: Hit 160+ customers & launch second truck**

Key Strategies for Growth

- ✓ **Route Optimization: Reduce drive time & increase daily stops**
- ✓ **Referral Incentives: Encourage customer referrals & reviews**
- ✓ **Upsells & Add-ons: Sell more sanitation & deodorizing services**
- ✓ **Commercial Outreach: Target property managers, HOAs, and dog parks**