

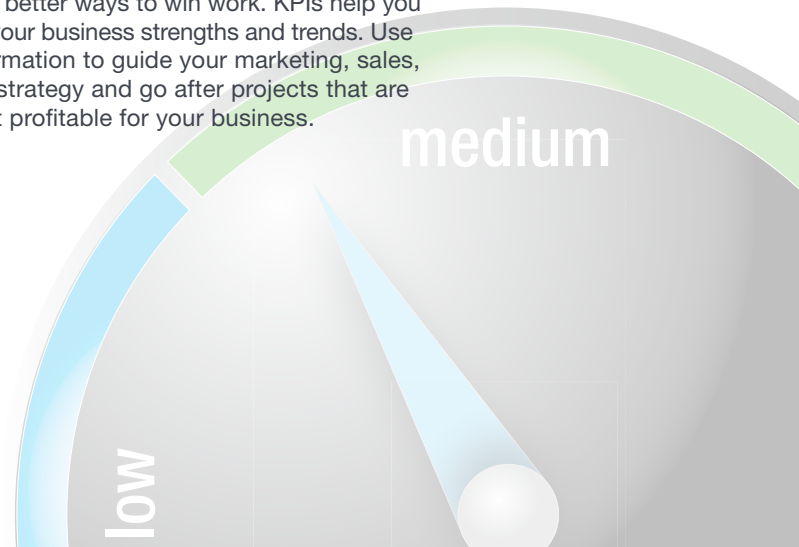
# The win work KPI dashboard

**How to win the best work:** The top three project KPIs your construction firm should be watching

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Monitoring key performance indicators (KPIs) enables you to evaluate the current health of your business and quickly take action on potential issues. But it also reveals information that can help your company set future direction.

Use KPIs to your advantage as you look for new and better ways to win work. KPIs help you identify your business strengths and trends. Use this information to guide your marketing, sales, and bid strategy and go after projects that are the most profitable for your business.



# KPI: Project bottom line

Go after projects that will meet your profit goals.

**Type of KPI:**  
Financial performance

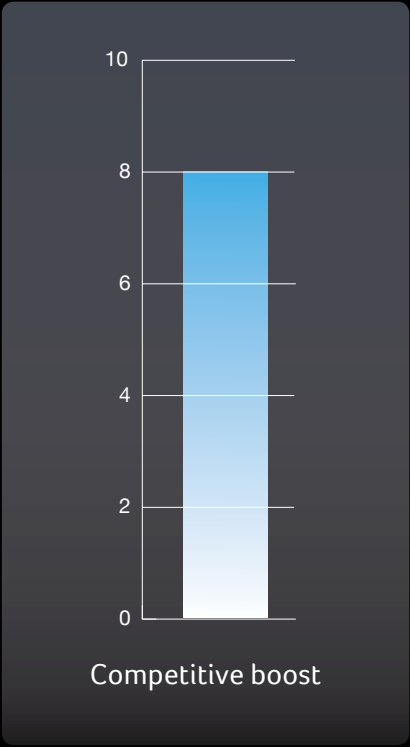
**What it tracks:**  
Net profit by project

**Hint:**  
Experts indicate that contractors who have clear profit targets and goals make significantly more profit than companies that don't.

 Strategic objective:  
**Increase profitability**



Identify projects that give you the highest overall profit, then look for ways to improve efficiency on those types of projects.



# KPI: Project net profit margin

Measure your profits to find your highest return.

**Type of KPI:**  
Financial performance

**What it tracks:**  
Percent return on contract amount

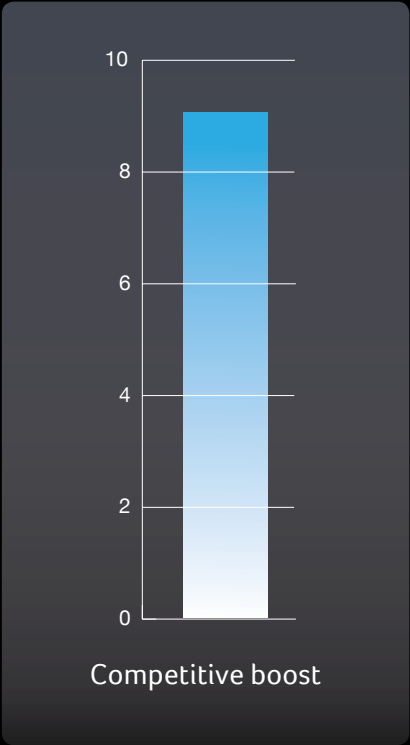
**Hint:**  
Tracking profit margins across projects helps you identify areas of work where you are more competitive and have the least financial risk.



Strategic objective:  
**Maximize return**



Keep regular tabs on profit margins to not only understand which projects give you the best return, but why.



# KPI: Project bid-hit ratio

Bid wisely and focus on the most profitable opportunities for your business.

Type of KPI: Evaluation

**What it tracks:**  
Ratio of acceptance of the bids you've submitted (example: for every six bids you've won one job, 6:1 bid-hit ratio).

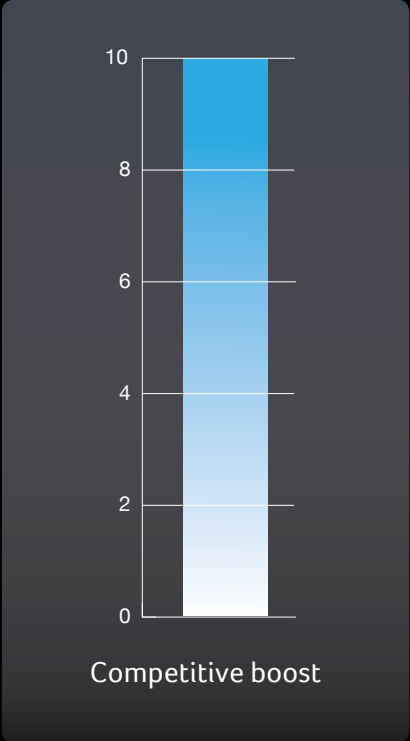
**Hint:** Alerts you of potential flaws in your bid strategy.



Strategic objective:  
**Improve bid strategy**



Analyze this KPI in conjunction with project net profit margin. Why? Because even a 1:1 bid ratio doesn't guarantee you're making money.



# How to use your KPIs to win best-fit jobs

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1. **Establish** your profit goals and benchmarks.



2. **Track and monitor** KPIs like project bottom line, project net profit margin, and project bid-hit ratio.



3. **Analyze** KPIs by project type, geographic location, customer characteristics, duration, or other project components to uncover trends.



4. **Identify and prioritize** areas for improvement.



5. **Adjust** your business development and bid strategy to win best-fit jobs.

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