# METRICS *Summary*

## IN BRIEF

For Metrics to be effective, they need to address:

- Economic Buyer's top-of-mind business objectives
- Technical Buyer's top-of-mind technical requirements
- And illustrate how your solutions provide value

## INCREASE REVENUE

Value that leads to the organization increasing their revenue as a result of your solution.

## IMPROVED EFFICIENCY

Value that leads to the organization becoming more efficient as a result of your solution.

## DECREASED RISK

Value that leads to the organization decreasing their exposure to risk as a result of your solution

## YOU NEED METRICS BECAUSE

- They will help you focus the conversation on value
- They will help you obtain credibility and an understanding of what you do early on
- Other stakeholders may not understand your solution, but they should understand the Metrics it delivers

## ALWAYS CHECK

- That your Metrics are relevant and understood
- That you have considered all the areas of value, not just the person you are talking to
- That you have consensus with stakeholders upon each Metric

M1

### METRICS 1s (M1s)

An M1 uses proven value from your existing customers' to enable your prospect to understand the value your solution provides.

M2

### METRICS 2s (M2s)

An M2 takes the use-case and value from an M1 and applies the customer's own data to create a personalized Metric.

M3

### METRICS 3s (M3s)

Once the prospect becomes a customer the M2s evolve to M3s and become the KPIs you and the customer strive to achieve.