

# The Most Important Metric

## 10 Point Checklist

**Lee Benson**

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**"There's no end to how well you can improve alignment, decisions, and accountability."**

**LEE BENSON**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- ☐ Identify the most important metric of my organization. This number will align everyone to a common outcome and guide every team's decision.
- ☐ Come up with the ideal most important number for each of the teams in the organization.
- ☐ Decide where to focus the resources. Identify the more impactful drivers for my number and concentrate my team's efforts on that.
- ☐ Know what to measure and create a scoreboard. Define the most critical metrics to guide decision-making and provide an accurate snapshot of progress.
- ☐ Position my company to sell for the highest possible amount of money and real value.
- ☐ Futureproof my company. Make sure that the company can keep going and growing even if I'm not working on it.
- ☐ Always have enough capital in place to seize opportunities to scale the company. Make sure that my credit lines are available.
- ☐ Always create value. Customers aren't buying the pedigree of the people that work at companies. They're buying products or services from their perceived buying value.
- ☐ Visit Execute to Win's [website](#) to learn more about the MIND Methodology. Also, download the MIND Methodology™ Playbook at [maxyourmin.com](http://maxyourmin.com).
- ☐ Check out Lee Benson's [website](#) to get to know him better and hire him for a speaking engagement.