

# There are some wounds that time can't heal.



Since we published the first [Revenue Performance Index](#) in 2006, the average B2B revenue cycle has slowed by a factor of more than two. In 2005 the average revenue cycle reported was 122 days. In 2018 that number is now 255 days. Not only do 48% fewer sales opportunities successfully complete the buying process, those that do succeed now take more than twice as long to do so.

But the real killer isn't how long it takes for sales opportunities to succeed; it's how long it takes them to fail. It's the time we spend chasing failure that's killing us. And it's a silent killer, because hardly anyone's measuring or even aware of it.

Have you ever wondered why the harder you try and the more money you seem to spend on it, the less reliable your revenue budgeting, forecasting and results seem to get?

Many things are important to effectively and sustainably creating revenue, but none are so important as *time*. Sales need to happen by a certain *time*. How many sales happened is measured in terms of *time periods*, be they months, quarters or years. The faster revenue arrives, the better i.e. in the shortest possible *time*. And every sales manager or rep knows that the more *time* a sale is taking, the less likely it is to happen at all.

And of course, time is the essence of our efforts to predict future revenues. When is it going to arrive? Will it arrive in time?

And yet, amongst all the factors we spend our precious time measuring and obsessing over, really important things - such as Mean Time To Failure, go unmeasured and unnoticed.



RPMG's Telemetry solution, introduces the concept of Time Shift Deltas ("TSD") to help organisations shorten or accelerate their revenue cycles and perhaps more importantly, predict with far greater accuracy when their precious revenue is going to arrive; or when it's not. To date, nearly 160 organisations around the world have not only seen their forecast accuracy improve by factors of as much as four, but also their actual revenue production increase by an average of 24% year-on-year.

Read more of our latest thinking on Time Shift Deltas and how to make time work for - rather than against, your revenue cycle.



Since 2005, the Revenue Performance Management Group (RPMG) has been helping organisations around the world use data and analytics to unlock the secrets to sustained revenue improvement. Across 154 clients to date, those clients have enjoyed year-on-year revenue improvement following engagement with RPMG of 24%.

To learn more about how our Telemetry Revenue Performance Engineering solution could do the same for your organization, visit our website at [www.rpmgi.com](http://www.rpmgi.com) or email us at [info@rpmgi.com](mailto:info@rpmgi.com).