



AN MRI FOR MEASURING REVENUE RISK

RevenueTEK[®]

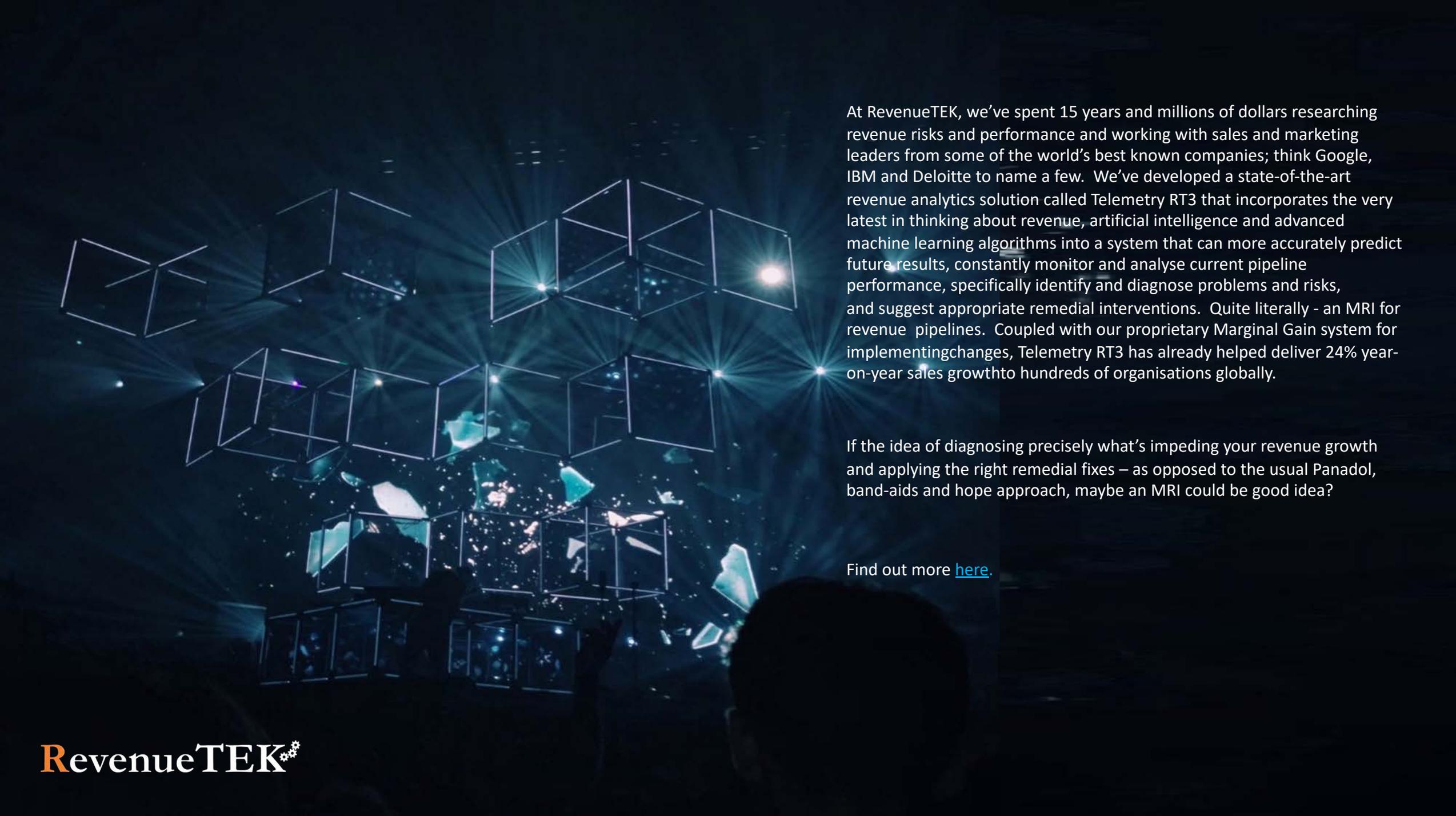
Even prior to COVID-19, the global sales process was chronically under-performing. Contrary to popular Silicon Valley mythology about how this or that wonderful technology or new training approach was driving sales performance, the facts were that the typical B2B sales process was failing between 98% and 86% of the time depending on whether you were talking about acquiring new customers or retaining and growing the ones you already had. For the decade following the GFC, it had been getting steadily worse - not better. [\(Source: 2018 Revenue Risk & Performance Index\)](#) During 2020, COVID hammered pipelines even further.

Every business is different and numbers can vary significantly between industries, but for the typical corporate pipeline, two thirds of leads never become opportunities, two thirds of opportunities never become offers and 80% of offers never become sales. Leaving a systemic failure rate of 98%. The numbers are barely better for retaining and growing existing business. No two processes in modern business have ever been as badly broken.

Every organization's performance figures will be different. Hopefully yours better, than the benchmarks. But surprisingly few business leaders however - from CEO's to Sales Directors, even know what their real conversion metrics are – good, bad or terrible.

Do you know what yours are?





At RevenueTEK, we've spent 15 years and millions of dollars researching revenue risks and performance and working with sales and marketing leaders from some of the world's best known companies; think Google, IBM and Deloitte to name a few. We've developed a state-of-the-art revenue analytics solution called Telemetry RT3 that incorporates the very latest in thinking about revenue, artificial intelligence and advanced machine learning algorithms into a system that can more accurately predict future results, constantly monitor and analyse current pipeline performance, specifically identify and diagnose problems and risks, and suggest appropriate remedial interventions. Quite literally - an MRI for revenue pipelines. Coupled with our proprietary Marginal Gain system for implementing changes, Telemetry RT3 has already helped deliver 24% year-on-year sales growth to hundreds of organisations globally.

If the idea of diagnosing precisely what's impeding your revenue growth and applying the right remedial fixes – as opposed to the usual Panadol, band-aids and hope approach, maybe an MRI could be good idea?

Find out more [here](#).



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