

The background of the image is a dark, starry space. In the center, there is a bright, glowing energy field or aura. This field is composed of concentric, irregular layers of light, transitioning from a deep blue at the outer edges to a bright cyan and white at the center. The overall effect is that of a powerful, ethereal force emanating from the center.

The Fifth Force of Nature

It profoundly affects our businesses every single day, yet we barely know it exists.

Fifth Force of Nature

From sticking a magnet on a fridge door to throwing a ball into a basketball hoop, the forces of physics are at play in every moment of our lives.

All of the forces we experience every day can be reduced to just four categories: gravity, electromagnetism, the strong force and the weak force.

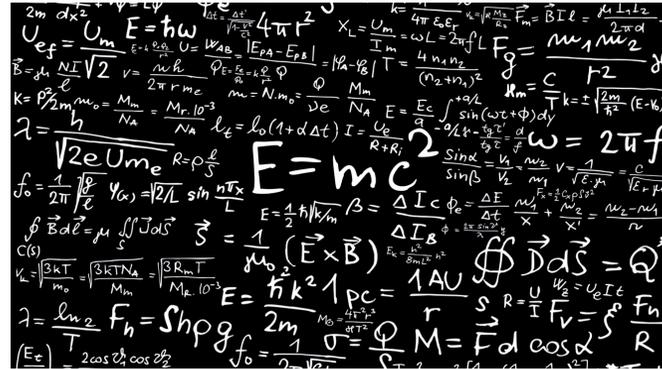
Now, physicists say they have found possible signs of a fifth fundamental force of nature.

The findings come from research carried out at a laboratory near Chicago.



The four fundamental forces govern how all the objects and particles in the Universe interact with each other.

For example, gravity makes objects fall to the ground, and heavy objects behave as if they are glued to the floor.



The UK's Science and Technology Facilities Council ("STFC") said the result "provides strong evidence for the existence of an undiscovered sub-atomic particle or new force".

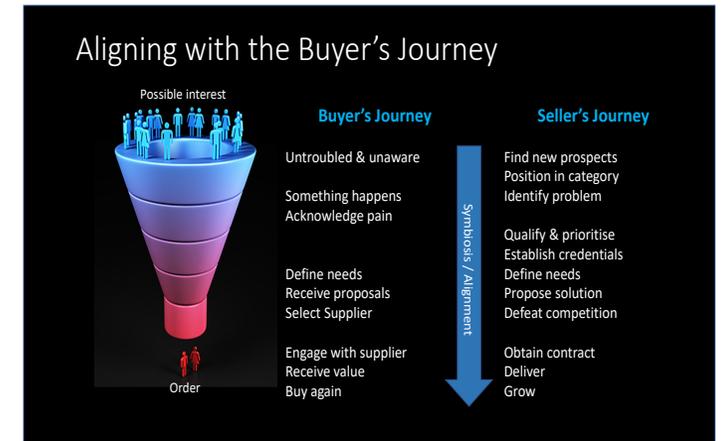
A fifth fundamental force might help explain some of the big puzzles about the Universe that have exercised scientists in recent decades.

For example, the observation that the expansion of the Universe was speeding up was attributed to a mysterious phenomenon known as dark energy. But some researchers have previously suggested it could be evidence of a fifth force.

Telemetry RT_3

Is there a Fifth Force in Sales Pipelines?

When organizations think of revenue generation and sales pipelines, they often look at things from a perspective of "four forces":



4 Pipeline Factors

Pipeline Conversion

- How many prospects entering the top of pipeline progress to orders?

Pipeline velocity

- How long does it take for prospects to progress through the pipeline?

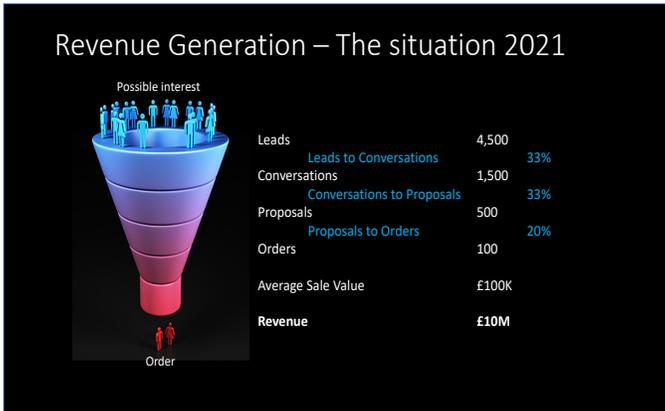
Size of deal

- What is the proven average size of a deal?

Number of deals

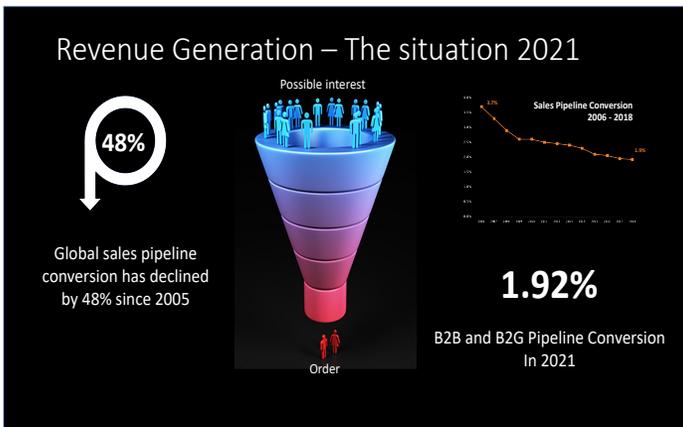
- How many deals are required for revenue targets to be met?

Revenue Generation 2021



The sad reality, is that despite all of the efforts to improve revenue over decades, pipeline conversion as a business process remains painfully inadequate.

In fact, from the last RevenueTEK Revenue Performance Index the consensus of global business leaders' places this at a mere 1.92%.



The Hidden Element

There is a “hidden” element that can make a dramatic difference, and which today frequently falls into a black hole in the lead generation and progression process - **Recycling**.

When a prospect falls out of the sales pipeline, it is almost invariably neglected and ignored.

The reality of the matter is though that many fall out **not** because they are unwilling to listen or do business with you, but because they are not willing to listen or do business with you **just now**. For one reason or another, the timing is just not right.

When a prospect falls out of the sales pipeline, it is neglected and ignored.

Telemetry RT3 allows businesses to use predictive analytics to model the impact of recycling on the outcome of the revenue pipeline, and then to track that recycling over time.

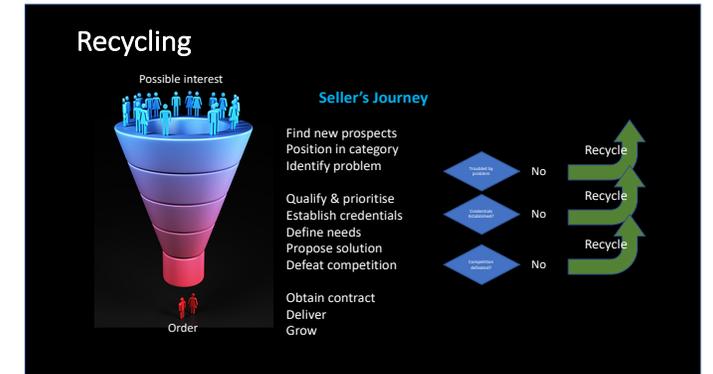
Good News

Business leaders who have utilised the power of Telemetry RT3 to identify those leads that are open to continued engagement and are recycled in the revenue pipeline have seen a dramatic improvement in pipeline conversion and resulting increase in revenues.

The average organic annual revenue growth realised by clients has been 23%.

Wouldn't you like to see the impact of the Fifth Force of Sales Pipelines on your business?

“Pipeline conversion as a business process remains painfully inadequate.”



About RevenueTEK

RevenueTEK has been using Telemetry RT3 and Marginal Gain Theory to help organisations around the world find and aggregate those small percentage revenue conversion gains into substantial sales and profit gains since 2005.

Learn more at www.revenueitek.com.

RevenueTEK