



# AN MRI FOR QUANTIFYING REVENUE RISK

Like a body riddled with cancer, the global sales process is chronically breaking down. Contrary to what you can read all over the web about how this or that wonderful technology or new training approach is improving sales, the facts remain that average B2B sales process now fails between 98% and 86% of the time depending on whether you're talking about new business acquisition, or retention and growth. And for the decade since the GFC, it's been getting steadily worse - not better. [\(Source: 2018 Revenue Risk & Performance Index\)](#)

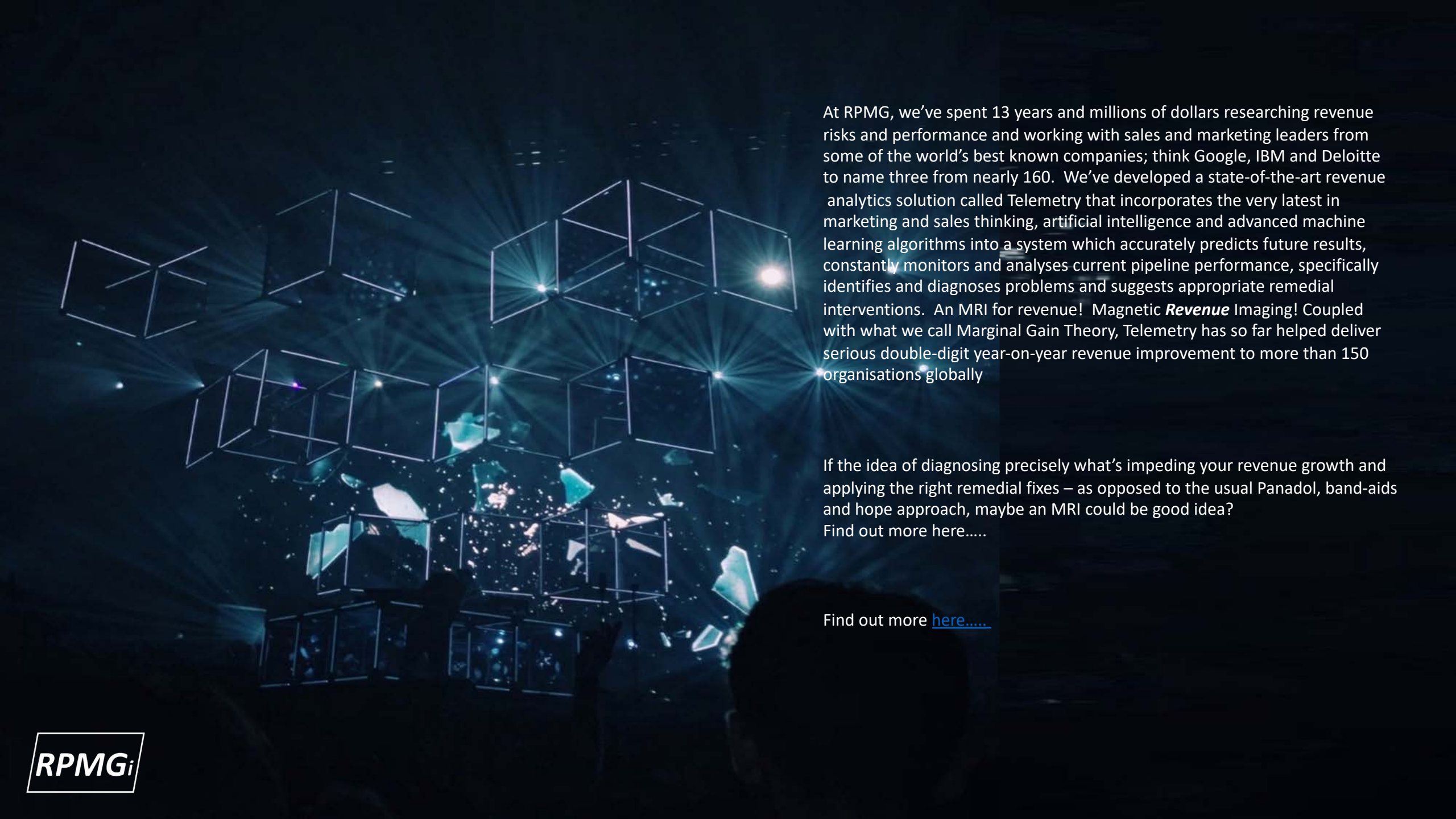
Every business is different and the numbers vary between industries, but for new business acquisition roughly two thirds of leads never become opportunities, two thirds of opportunities never become offers and more than 80% of offers never result in sales. Leaving a systemic failure rate of 98%. The numbers are barely better for retaining and growing existing business. No two processes in modern business are as badly broken.

That's the bad news. Your figures will be different. Hopefully they are - and better, not worse. Surprisingly few business leaders however - from CEO's to Sales Directors, even know what their conversion metrics are – good, bad or terrible. Do you?

Do you know what yours are?







At RPMG, we've spent 13 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 three from nearly 160. We've developed a state-of-the-art revenue analytics solution called Telemetry that incorporates the very latest in marketing and sales thinking, artificial intelligence and advanced machine learning algorithms into a system which accurately predicts future results, constantly monitors and analyses current pipeline performance, specifically identifies and diagnoses problems and suggests appropriate remedial interventions. An MRI for revenue! Magnetic **Revenue** Imaging! Coupled with what we call Marginal Gain Theory, Telemetry has so far helped deliver serious double-digit year-on-year revenue improvement to more than 150 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.....

Find out more [here.....](#)



***RPMGi***

[www.rpmgi.com](http://www.rpmgi.com)