Black Light Revenue

A new paradigm for revenue discovery, analysis, and activation

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The last time I looked, I could add. But I know that I can't possibly add up all the numbers in the world today, this day, the day I write. In the age of "over messaging" and "#I'm Offended!!" there is one thing that out numbers them all – numbers! The exponential creation of numbers per second in earth seconds gives new veracity to the term *"infinity"*.

Nature has no equivalent for the concept of money, and the most aged of indigenous people have a completely different concept of time than those of us using Georgian calendars and Greenwich Mean Time. So for those of us hanging onto a planet spinning at 1,000 kph, numbers are also a rapidly changing concept. They are more important and less invisible than ever.

Now some people organise these numbers and call it data, some simply use its binary nature to create organising systems, while others use numbers to get stuff done. Some people even use numbers as weapons. The Egyptian and Greek geometry we live with, as brilliant as it is, has been added to by computational power where numbers are no longer linear, to the point where we can now easily bend data into three-dimensional cross relational logic.

Red and Blue Shift Data

Red-shift particles are those which astronomers tell us are moving away from Earth in space and therefore should be observed. Blue-shift particles are those moving toward us - and must be attended to. So it is with numbers.

The importance of numbers is evidenced by STEM (Science, Technology, Engineering, Mathematics) for instance becoming part of our lexicon, and at its very heart - numbers.

We now live in the "Arithmocracy". Those people with the numbers and a cogent argument for what movement they signal have power. They always have, it's just that now in

our time there are more of them, and that makes things more complex, and complexity is a mathematical - as well as a commercial, problem.

So for those of us in commerce, what does this mean? Well most of us simply have too many numbers at our disposal. To make matters worse ,what if they are the wrong numbers? Well we've just doubled our complexity right there and have obfuscated the problem we are ultimately trying to solve.

If red and blue ocean theory taught us anything it was the power of simplicity. Red = hyper competition = bad, and blue = less competition = good, based on a new lens to reimagine our businesses with. We need to do this with numbers – and specifically our revenue numbers.

We currently have a client that has 15 data sets to inform the creation of a transaction. Not a relationship, that could have a lifetime of sales; but one sales transaction!

The legacy numbers pre-2007 (the start of the infotronics era) may be less relevant to our businesses now more than ever. I can barely find an example of a customer journey that has not been altered substantially by the intersection of technologies post-2007.

It's more than possible therefore, that we our *comforting* ourselves with "Red" data; with un-actionable data. In the name of *"we have always measured it that way"* etc. We might just be guilty of a love affair with an old flame that informs and reminds us of our past successes – of our glory days. We need to audit our red, un-actionable data sets, and confine them to the petabyte external hard drive. Then harvest the "lessons" from this data to provide a macro- framework of our revenue history to refer to as a sense check. To observe but not attend.

Then focus on the "Blue Data" - actionable data that is both time and behavior dependent. These are the blue shift particles that need and warrant our attention. For this data is a perishable asset, as behavior is changing almost at the same rate of technology.

"Comfort food stats" mask *Black Light Revenue.*

The compelling need for Black Light Revenue

Black light Revenue is the revenue we are missing because it isn't visible to our naked eyes, or because we've never been taught how to see it. Our revenue eyesight has glaucoma - an opaque filter that obscures where other revenue can be found in our businesses. Drowning in an ocean of largely irrelevant, backward looking red shift revenue data is the primary source of our blindness. Simplicity has enormous power. We need to do some "spring" cleaning of those metrics we using to inform our mission critical decisions.

Decision making by consumers is getting shorter, and point of click consumption means behavior is creating attitudes not the other way around as previously argued. Therefore, actionable blue data can create focus for the identification of Black Light Revenue in all our businesses.

The new consulting lexicon is "better" – no longer "transformational". In other words many consultants and business owners have come to understand that while many businesses are being disrupted, not all can be changed at a revolutionary level. As such "how can we be better than last quarter or last year?" makes a lot more sense and is much more doable, than, "How can we transform ourselves?"

Non-relational dashboards full of passive, irrelevant red-shift data are the curse of our time. ***Double digit growth already exists inside your business. You just need to know where and how to look for it.***

About RPMG

RPMG is a global revenue consultancy that offers a unique managed service, combining powerful proprietary software with highly specialised professional services, to enable the discovery of unrealised *Black Light Revenue* inside organisations.

Our advanced revenue analytics software – Telemetry, is like time lapse photography for revenue data. Like an MRI for revenue, Telemetry takes and stores *snapshots* of sales, marketing and other revenue performance data and then applies advanced revenue performance analytics to the movements between the snapshots to identify even the smallest opportunities for revenue improvement.

Our consultants then work with the business to *activate* the underlying revenue opportunities and increase their velocity through the funnel or pipeline, and by applying Marginal Gain Theory to the incremental improvements, unlock significant – and previously invisible, revenue growth.

We call the creation of this growth Black Light Revenue ™ - the practice of using Telemetry and Marginal Gain Theory to discover revenue not otherwise visible.

Since 2005, RPMG has been helping organisations around the world use data, analytics and process improvement to find and unlock their own Black Light Revenues. To date, more than 140 companies have seen their revenues improve year-on-year by an average of 24%.

To learn more about RPMG and how to unlock your own Black Light Revenue. visit our website at www.rpmgi.com or email us at info@rpmgi.com.