

## ABSTRACT TO REVENUE MAPPING®



### Revenue @Risk<sup>SM</sup>

If high growth sales organizations operating in complex sales environments are to meet or exceed their revenue growth goals year-to-year they must consistently generate a significant percentage of their total revenue from new business development activity.

Request [Defining The Complex Sale](mailto:info@salescue.com/) by email to info@salescue.com/.

Unfortunately, here is the reality. These very same type organizations typically **WIN** approximately 6-8% of the total revenue value of their sales pipeline in any given month and they will convert 25-35% on average of near term, forecasted revenue into sales.

Among other financial concerns not discussed here, these two vital key performance indicators (KPI's) should cause executive management to ask the following questions of the people that should know:

- 1) Exactly what is happening with the remaining 92-94% of the total pipeline of identified sales revenue opportunities that is @Risk<sup>SM</sup> to win or lose?
- 2) Specifically where are we with the 65-75% of the near term revenue opportunities that we didn't get last month?

While we find wild variations company to company, it is critically important to validate exactly where and how reported revenue and ratios were calculated. For example; a global computer company sells the same products to individual consumers plus they have a sales force dedicated to large, major account sales. When they calculate their sales pipeline ratio they blend the two revenue/pipeline numbers. Think the resulting key performance indicator (KPI) might give a false picture on the effectiveness of both sales revenue efforts to executive management?

Here's a recurring theme that represents the crux of the problem!

*"Exactly when did it become acceptable that an organization would consistently lose more of its qualified sales opportunities than they actually won... and WORSE, would do little-to-anything about it?"*

We believe no matter how tough new business development sales are to win; when it represents critical revenue needed to fuel growth and achieve corporate revenue goals - you had better figure out how to get very good at it or else! Further, Revenue Mapping is a business model and methodology for addressing these critical issues and maximizing results.