Want more revenue out of your CRM? How about 24% more?

Organizations buy CRM's for various reasons, but ultimately they do so to boost revenue. Other oft-sited benefits include improving customer experience, getting better visibility over customers, enabling better marketing and centralizing data. But those – and many others, are all *contributing* benefits or drivers. Ultimately the aim is more revenue.

Problem is, CRM's have an extremely chequered history of delivering any of these benefits, let alone increasing sales and revenue. Correlation and causation aren't quite the same thing. In fact, the causal link between CRM's and revenue delivery has been a rather dubious one ever since Tom Siebel left Oracle to start Siebel Systems, arguably the birth of CRM, although it was called Sales Force Automation back then.

Let's consider actual revenue creation. Between 2005 and the time COVID hit in early 2020, the global CRM market grew by 15% per year; from $5.7B to more than $45B. During 2020, the global pandemic barely altered that eye-popping trajectory, and it is expected to continue expanding by 14.2% until at least 2027.

That's a lot of money invested by companies to increase their sales.

Which – unfortunately, have stubbornly refused to grow. Over that same period, average sales pipeline conversion declined by 48% - more or less a 5% drop *per year.*

The aim of this article and post isn't to throw stones at CRM's, however. Sure, +80% of CRM projects have failed and continue to fail to deliver the desired benefits while costing a small fortune, but most of that has little to do with the technology itself. After all – it's just ones and zeros. Most organizations buy CRM's with unrealistically high expectations driven by poor understanding of what the technology can and cannot do. Then they double down by implementing poorly.

But the truth, the core of the onion once you peel back all the layers, is that the problem of sustainably generating revenue in the 2020's is simply way too complex for CRM's – or any other sales or marketing systems for that matter, to solve. Revenue creation is a wickedly complex, circular problem, and it has proved itself resolutely immune to simplistic, linear solutions such as CRM's – no matter how good they are at being, well - CRM's.

Complexity is the real problem.

Pipelines aren't just simplistic pictures in a dashboard or tables in a spreadsheet, although that's unfortunately how they're portrayed and therefore how many executives understand them. They are in fact insanely complex living ecosystems constantly changing and flexing as a result of forces from within and without.

Sustainably achieving and growing revenue is all about helping more and more customers or clients traverse those pipelines from the first identification of a need, to the point where they decide to do business with you. The ultimate outcome – a sale, is a function of many inter-related and interdependent variables, including two – conversion and velocity, which are absolutely critical yet poorly understood and almost never measured properly; certainly not by CRM's. These revenue variables or drivers which number 36 in total, intersect in a process – most frequently visualised in a pipeline, that is typically scattered across multiple systems (including CRM's), organizational functions and related processes - each with their own drivers and KPI's.

Consider for a moment that a relatively simple business employing 13 BDM's to sell three products in three territories supported by three marketing campaigns will have 1,053 discrete pipelines, each being affected differently by - and by a different combination of, the 36 revenue variables. If that sounds fanciful, click here and watch a short video on how [pipeline complexity multiplies exponentially.]

A solution to the insane complexity

Telemetry RT3 was designed specifically to help organizations complement their CRM, social media and digital marketing systems to unravel that insane complexity and to start getting more value out of their technology investments.

The solution operates just like an MRI, except that rather than scanning human beings, it scans CRM's and marketing systems (and their underlying processes), pinpointing current and future problems and optimising remedial interventions.

RevenueTEK has been engaged by some of the world's most iconic companies, who have employed Telemetry RT3 and our Marginal Gain Theory formula to deliver quite staggering year-on-year revenue and profit results. Up until the arrival of COVID March 2020, our average client revenue uplift over the three years post engagement with us, was 24% year on year; roughly the same as doubling sales every three and a bit years.

In other words, they got 24% more revenue from their CRM's. On average, which means half of them got more than that!

Across 2017/18 and then 2018/19 the average client improvement in profitability was just under 100%.

Click here to [learn more.]