



WHY ARE YOU DOING THAT?

NO - SERIOUSLY?

Are you doing what you need to do, or what you've been told worked for someone else?

Jeffrey Pfeffer is an American business theorist and the Thomas D. Dee II Professor of Organizational Behaviour at the Graduate School of Business, Stanford University, and is considered one of today's most influential management thinkers. This is a [great video](#) where he talks about how business leaders typically react when faced with problems, and how easily they rely on, "conventional wisdom" which almost invariably turns out to be wrong.

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"Companies don't make many decisions based upon the evidence. They make decisions based upon looking very casually at what other companies have done. They make decisions based upon what they have done in the past and they think has worked, even without systematic evaluation and follow up. They base their decisions on what they believe ought to be true or what ought to work. They base their decisions on what they are good at doing as opposed to basing decisions on what seems to work.

You would never go to a doctor and ask the doctor "what are you going to do?" and he says well I'm going to take out your appendix. Why are you going to do that? Well, I did it for the last patient and it worked on him. But that is exactly the logic that we often see inside companies. Well, we did this somewhere else and it worked.

"The treatment ought to fit the diagnosis inside the company. What we do inside companies ought to be based on the facts. What are the problems? What seem to be the causes of the problems? What are the various things that we can do that will make the problems better?"



"The treatment ought to fit the diagnosis inside the company."

Dr. Jeffrey Pfeffer

His key message is that companies need to accurately diagnose problems BEFORE they take action and then take the action that is appropriate for THEM.

How many times have you fallen into the trap of taking action before fully diagnosing what the real problem is?

Revenue – the lifeblood of your company and the biggest challenge for businesses post-COVID

When the problem is a need to address falling revenues or lack of sustained growth, Telemetry RT3 is precisely the diagnostic solution that you need. Why? Because it specifically diagnoses *your* situation based on *your* data, and prescribes a treatment *unique to you*. Not some template designed somewhere else and then retro-fitted to fit as many possible customers as possible.

Telemetry RT³

Telemetry RT3 is a unique sales analytics and intelligence solution for measuring sales pipeline performance, identifying issues, diagnosing cause and effect, and prescribing optimal remedial action.

Like an MRI scan on a human body, Telemetry uses Artificial Intelligence and Machine Learning to repeatedly scan CRM, Marketing Automation and other systems and harvest data for tactical insights which simultaneously isolate and highlight performance issues - often long before they become visible using existing analytical tools and methods.

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.revenuetek.com.