

# THE RAINMAKER KEY DIFFERENCE

## RAINMAKER KEY Web Sales Videos Use Scientific Techniques to Generate Higher Sales Conversion Rates

Every RAINMAKER KEY web sales video is produced using a scientific composition method, featuring the latest discoveries in Rhetorical Psychology, Cognitive Semantics, Neural Linguistics and Subliminal Resonance.

RMK uses more than 40 “techniques” to influence the subconscious mind, where 90% of any purchase decision is actually made, and improve mental comprehension by as much as 400%.



This scientific composition method is what makes a RAINMAKER KEY web sales video so much more compelling than other web videos, and why RMK web sales videos can significantly improve your sales conversion rates.

For example, RAINMAKER KEY videos engage the viewer’s interest right away - without any introductions, long file downloads or video player installations. Because studies have proven that you have less than 10 seconds to get someone’s attention and begin to develop their interest. And less than 3 minutes for them to form a positive impression or favorable opinion of your product or service.

That is why every RAINMAKER KEY web sales video will typically begin with the words “here’s the problem...” which has been proven to immediately engage the viewer’s curiosity, and either qualify or disqualify the viewer’s interest BEFORE presenting the solution.

That is also why a RAINMAKER KEY business video is narrated in the third person - because it implies objectivity, which makes the message more credible and consequently more trustworthy.

And unlike other videos, RAINMAKER KEY features only the most salient and essential information required by the viewer to subconsciously form a favorable impression of your proposition.

It uses words, terms and phrases that are quickly and easily “associated” with positive memory references – but without the typical hyperbole or superlatives that subliminally compromise credibility.

Also, RMK uses no acronyms or technical terms that might complicate the message, or metaphors and euphemisms that may confuse the viewer’s ability to immediately recognize critical benefits and advantages.

Of course, these are only a few minor examples of the many techniques that make a RAINMAKER KEY web sales video more compelling than any other web video.

These techniques are why RMK web sales videos can improve your sales conversion rates – GUARANTEED... or it costs you nothing!

## Rainmaker Key – Pay-for-Performance Business Video Experts™

RAINMAKER KEY guarantees a minimum 20% lift in online sales conversions, using a scientifically composed online sales video that is simply inserted into your current sales process. We develop, compose and produce such a video for a share of the incremental revenue generated, with less than 20 hours required from you and/or your staff. No technology add-ons or integration are required. Talk to the web sales video experts – **Call 800-495-6989.**

