

GUARANTEED REVENUE PROGRAM™

How do you start realizing higher sales conversions with Rainmaker Key?



Congratulations on your eagerness to explore what a RAINMAKER KEY business video program can mean to your business. We work with marketers and sales teams that aren't satisfied with current performance metrics and strive to beat them.

The RAINMAKER KEY "Guaranteed Revenue Program" can provide the edge you want. Remember, assuming you meet our qualification criteria, RAINMAKER KEY shoulders the entire financial outlay required to demonstrate the positive impact we can have on your business.

The process outlined below minimizes any impact on your staff and professional resources.

How do we work together?

1. Sign a non-disclosure agreement (yours or ours) so we can share vital information
2. Complete the RAINMAKER KEY Opportunity Evaluation sharing key online metrics
3. Participate in a call to make sure we understand everything in the Opportunity Evaluation. Discuss compensation options
4. Mutually decide to move forward and execute an Agreement
5. Schedule a RAINMAKER KEY Composition Interview. In a 90 minute discovery session, we align with your product strategy, competitive differentiation and key marketing messages
6. Begin work on your business video program
7. For the test, you divert 5% of your inbound lead generation traffic to our business video program for an A/B split test against your current metrics (baseline control)
8. Share the metrics to identify the incremental lift in closed sales resulting from the RAINMAKER KEY business video program
9. Upon success, move the balance of inbound lead generation traffic to the RAINMAKER KEY business video program, maintaining 5% with the previous control baseline for benchmarking

"This won't transform the online experience, but it can really add value for customers, so companies will be interested in this...And if they can get help from someone who's learning how video works online, that can be a great advantage."

Source: Jupiter Research, Patti Freeman Evans, Analyst, March 10, 2008

How long does all this take?

We can create and complete a test RAINMAKER KEY business video program in about 90 days. You approve what we create at critical points in the process.

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

RAINMAKER KEY delivers more qualified leads fueling sales for consumer (B2C) and business products (B2B). Only RAINMAKER KEY offers a pay-for-performance business video resource combining a proprietary method to script writing and rich-media production. Talk to the business video experts – **Call 800-495-6989!**

