

# WHY RAINMAKER KEY?

## Increase the Number of Qualified Leads that Convert to Sales - Guaranteed!



RAINMAKER KEY is a superior type of “lead generation” web video, with a risk free “Pay for Performance” guarantee – producing more qualified leads, without requiring you to make any investment.

RAINMAKER KEY uses more than 40 “subliminal influence” techniques to pre-sell your product or service to your target market prospects at the initial point of contact before they fill out a form or talk with your sales people.

## Rainmaker Key Can Solve Three Problems For You

- 1 Problem:** for most companies statistics show that up to 95% of the leads generated for sales are not sufficiently qualified, and consequently are not converted into sales.  
**Solution:** pre sell your leads at the point of initial contact (top of the funnel) to deliver more and better “qualified” prospects to sales – resulting in a substantially higher rate of conversion.
- 2 Problem:** 70% to 90% of response or purchase decisions are influenced subconsciously. With very few exceptions, however, most lead generation messages are directed only to the conscious mind.  
**Solution:** deliver your proposition message in a scientifically composed audio/video message that engages, resonates with and subliminally influences your target market’s subconscious mind.
- 3 Problem:** the knowledge, talent, skill and experience required to develop, compose and produce such a video would be difficult and expensive to assemble, coordinate and manage.  
**Solution:** partner with RAINMAKER KEY to develop, produce, test and prove the competitive advantage of a lead generation web video for your company . . . and pay only for results – guaranteed.

## Only Available to Qualified Companies

### Does your company...

- Use the internet to drive a majority of leads?
- Use the internet to capture data on forms to pass to sales?
- Want to improve the quality of the leads passed to sales?
- Track, Monitor, and Link leads to sales?
- Have no more than a 90-day sales cycle?

## 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!**

