



RAINMAKER PARTNERS®



Appointment Setting and Telemarketing

B2B Customer Acquisition and Relationship Management

RAINMAKER *e*REACH SOLUTIONS

TARGETED APPOINTMENT SETTING AND TELEMARKETING SERVICES FOR BUSINESS TO BUSINESS PROFESSIONALS

WHY OUTSOURCE TELEMARKETING?

Regretfully **only 14% of the average salesperson's time is spent on lead development.** Why? Well in all probability they are focusing on the important relationship building that is necessary to move existing prospects and customers through the sales cycle to close this month or this quarter. But what about next month and next quarter? What our Clients find is that their sales teams have many responsibilities and the first one neglected is cold calling- which is a necessity to all new business efforts.

Rainmaker Partners specializes in helping businesses increase sales by generating pre-qualified leads and appointments that shorten the sales cycle by acquiring and retaining new customers. We work with you to create a quality, custom-designed campaign that produces results at affordable prices providing you with tangible benefits and ROI.

We help salespeople sell by increasing their selling time! Most of our Clients have an existing inside and or outside sales force. We don't replace them...**we enable them** to become even more successful! Our Clients find that their own sales teams are far more productive and successful in closing business when cold calling is removed from their plate.

You may find your top performers are strong closers but are ineffective in getting enough deals in the pipeline. That's because **generating demand is a very specialized skill that many field sales representatives lack.** It is difficult for even the best salespeople to balance the relationship aspects of closing deals with the high transaction needs of lead generation.

Even if your highly paid sales team is adequate generating their own leads, **wouldn't you prefer your expensive sales team focus their time on higher value activities like closing business?**

THE RAINMAKER DIFFERENCE

Sure we make cold calls, set appointments and generate leads, but we are quite different from traditional "boilershop" telemarketing services. We employ a **virtual call center approach** supported by state of the art technology

One of the numerous advantages of the virtual contact center is the inherently attractive work/life benefits our people find important. In fact, these benefits have allowed us to recruit and retain much higher caliber Business Development Representatives (BDR) than you would typically find in a "brick and mortar" call center.

Rainmaker Partners is staffed entirely with veteran business professionals who can comfortably engage executive-level decision makers in meaningful conversations involving complex and high-end transactions. Our people many of which have held senior-level executive positions have years of experience in finding the *shortest route* to the most qualified appointments and best leads.

Equally important our virtual call center approach allows us to reduce costs from the standard telemarketing model allowing us to pass the cost savings along to our client.

In essence, we can provide our Clients with **much higher quality project teams** for a price somewhere between lower quality B2C oriented boilerships and offshore operations which are difficult to manage and provide even lower quality due to a variety of factors. notwithstanding communication and cultural barriers.

Rainmaker Partners has a proven methodology and best practices specific to cold calling. Every day, our BDRs make 1,000's of cold calls on behalf of our Clients, securing appointments and excellent sales opportunities for their sales reps.

The benefits of using telemarketing to support direct/field sales reps are well documented. A recent report for the Gartner Group **estimates companies employing this approach can increase revenue by 150%.**

Isn't it time to **contact us** today?

DO WANT MORE RESULTS FOR YOUR SPEND?

DATABASE DRIVEN METHODOLOGY

Rainmaker Partners accesses databases with over 8.4 million “C” level executives, VP’s and Directors in a wide range of functional disciplines and industries as well as millions of Independent Licensed Professionals. Through the power of our e Segment methodology we can help you target the exact decision makers within your target market from our databases.

Our Program Manager will work with you utilizing all of your available demographic data to define your market by Industry, SIC code, functional buyers such as CEO, CFO, VP of Sales, VP of Engineering or Professionals such as Physicians, Dentists, Lawyers, Brokers and Real Estate Agents or, geographies such as state, province or region. Upon completion we will draw upon our database sources and generate the appropriate segmented database complete with phone numbers, e-mail addresses, fax number, company address, contact information and much more.

In addition we can incorporate any of your existing prospect and/or customer lists or databases into our campaign.

RAINMAKER CAN SEGMENT COMPANIES BASED UPON:

- ANNUAL REVENUES
- NUMBER OF EMPLOYEES
- INDUSTRY
- GEOGRAPHY
- OWNERSHIP

RAINMAKER CAN IDENTIFY “C” LEVEL EXECUTIVES VP’S OR LICENSED PROFESSIONAL IN THE FOLLOWING AREAS:

CORPORATE TITLES

- CEO/OWNER
- PRESIDENT/MAN. DIR.
- CFO/FINANCE MGMT.
- CIO/SYSTEMS MGMT.
- CMO/MARKETING MGMT.
- VP OF ENGINEER/MGMT.
- VP OF R&D/MGMT.
- VP OF PURC/SOURCING
- VP OF H R/MGMT.

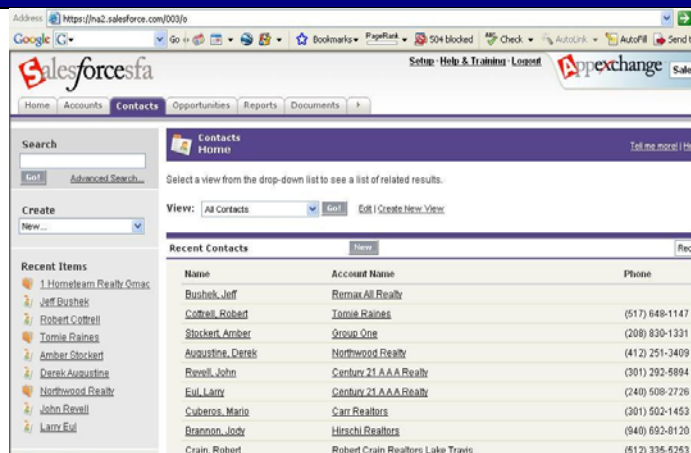
LICENSED PROFESSIONALS:

- REAL ESTATE AGENTS
- FINANCIAL REPS.
- INSURANCE AGENTS
- PHYSICIANS
- DENTISTS
- LAWYERS

TECHNOLOGY INFRASTRUCTURE

Rainmaker Partner’s utilizes the latest in proven **Voice Over Internet Protocol (VOIP) technology and applications** to link and support our Virtual Call Center. Our Clients are provided with daily and weekly reports to monitor a campaign status and success. Rainmaker Clients also have real time visibility into our campaigns for immediate ad-hoc analysis.

You receive “Immediate Action” emails notifying you of your appointments or “Hot” leads within minutes of our Business Development Representatives ending the conversation with your prospects. Our streamlined online contact management system allows you to access and manage your leads and appointments from any Web browser, *anywhere, anytime!*



DO YOU WANT A CLEAR CUT, DEMONSTRABLE ROI?

RAINMAKER CAN AUGMENT TELEMARKETING CAMPAIGNS WITH DIRECT AND E-MAIL TO INCREASE CONVERSION RATES



MULTI-CHANNEL CAMPAIGNS

Marketing professionals agree that approaching prospects from multiple channels improves virtually any campaign's success rate.

With Rainmaker as your **eReach** marketing partner we can combine telemarketing campaigns with well conceived and complementary e-mail and/or direct mail campaigns which will further build your brand awareness and increase the propensity for decision makers agree to meeting with your salespeople.

In addition to executing the telemarketing, direct mail and e-mail campaigns. Rainmaker's **eReach** practice offers a complete range of collateral, e-mail and web design and development services.

PERFORMANCE BASED PRICING

Rainmaker Partners is a quality driven partner. Our Clients only pay for meetings after they have taken place and have met a pre-determined criteria. We don't charge for the number of people we have assigned to your project or the number of dials or hours they expend.

We charge only for results!

Rainmaker Partners' Business Development Representative's are compensated based upon the quantity and quality of the meetings they secure for our Clients. Rainmaker Partners is committed to being a strategic, scalable, long-term partner with our Clients. Rainmaker Partners performance-based methodology ensures our Clients benefit from a clear-cut ROI.

We find the shortest route to the best qualified appointment and leads.

UNMATCHED QUALITY, EXCELLENT VALUE & EXEMPLARY SERVICE



ALSO CONSIDER THE COMPLETE RAINMAKER'S FAMILY OF *e*Reach SOLUTIONS

*e*SEGMENT

TARGET YOUR KEY DECISION MAKERS WITHIN YOUR TARGET MARKETS

*e*DESIGN

CREATIVE AND COPY DEVELOPMENT OF E-MAIL, FAXES, NEWSLETTERS AND
WEB-SITES

*e*MAIL

TURNKEY E-MAIL AND FAX PROGRAM DEVELOPMENT AND EXECUTION
COMPLETE WITH 360° ANALYTICS

*e*FOLLOW

TELEMARKETING AND APPOINTMENT SETTING

*e*OPT

OPT-IN/OPT-OUT DATABASE MANAGEMENT SERVICES

*e*NRICH

DATABASE ENRICHMENT OF YOUR EXISTING CUSTOMER AND PROSPECT
DATABASES

INTERACTIVE B2B DATABASE MARKETING FOR CUSTOMER ACQUISITION AND RETENTION



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