

RainMaker™



**With the right
tool...
you can hit the
mark**

RainMaker™ enables your CRM system to achieve revenue predictability. It provides sales-metrics, analyses, recommendations and details on: individual sales, the overall pipeline, and revenue trends. *RainMaker™* is personalized to your business.

Consider your Rainmakers. If they are like those in other sales organizations, they do a superior job of qualifying opportunities.

Once they find a qualified opportunity, they do a superior job of managing deals to closure.



**You'll know when the
Revenue is
coming . . .**



**CounterIntuitive use of
the umbrella helps you
catch all the Revenue**

RainMaker™ Wizards, show you how to capture and weight those qualification criteria and the steps used to efficiently manage good deals to closure. It puts them in a format that generates objective sales metrics and your entire sales team uses a digital dashboard *on the front end of every sale.*

With a complete process, tailored specifically to your business it shows you where the Real Revenue is located and when it is coming in.



**Once you know how to manage
the pipeline. . .**

Forecasting is a walk in the park

RainMaker™ enables your CRM system to achieve Certainty in Revenue.

RainMaker™ is tailored specifically for your business and your products or services using the best practices of your top-producing people – your Rainmakers. It will provide the expert path to follow; the most qualified customers to sell to and how to sell to them. As your sales reps progress through a sale, they have a 7x24 Sales Mentor to provide expert guidance based on historical success. An in-depth set of reports and real-time dashboards provide multi-level analysis so you always understand the REAL condition of the pipeline, forecast, or an individual sale.

Features available in RainMaker™ include:

Target Segments & Solutions	<ul style="list-style-type: none"> Match your solutions (products and/or services) with each Target Segment (vertical and/or horizontal markets) to create unique qualification criteria by Target Segment and Solution.
Sales Mapping	<ul style="list-style-type: none"> Each Opportunity has a Sales Map that captures and organizes customized qualification criteria, sales metrics and progress through the sales process.
Buyers Org Chart	<ul style="list-style-type: none"> A graphical view of the relationships of buyers quickly outlines the organization's hierarchy, the roles each person is playing in the sale and your position with friends and foes.
Plan of Attack	<ul style="list-style-type: none"> An organized method to determine the people, resources and events required to move the sale toward closure.
Event Planner	<ul style="list-style-type: none"> Prepare for each significant encounter with the customer or prospect, and shorten your selling cycle. Tasks and Appointments are synchronized with Microsoft Outlook so everyone involved is up-to-date
Sales Milestone Manager	<ul style="list-style-type: none"> A template to formalize your multi-level sales process based on your rainmakers' best practices or a vendor-provided methodology.
Reports	<ul style="list-style-type: none"> Reports are designed for analyzing and identifying trends in pipeline / forecasted revenue, won/lost sales and territory management.
Metric-driven Forecasts	<ul style="list-style-type: none"> Forecasting with RainMaker is based on customized sales metrics that remove subjectivity, opinion and emotion from forecasting. Guesswork is replaced with objective, measurable, numbers.
Pipeline Dashboard	<ul style="list-style-type: none"> A dynamic, real-time view of revenue activity in the pipeline displayed in 3 interactive areas on the screen – Selection Criteria, Graphical Charts, and Spreadsheet
Sales Mentor	<ul style="list-style-type: none"> Per sale, the RainMaker Sales Mentor analyzes the Buyers, Sales Process, Exposure areas and Won/Lost history to provide specific recommendations, alerts and suggestions to improve the sales person's chances of winning.
CRM Integration	<ul style="list-style-type: none"> The CRM Account, Contact and Opportunity objects are integrated with RainMaker to ensure the sales reps are not entering duplicate data. Integrated with Outlook functions for Tasks and Calendar appointments.



CounterIntuitive
SOFTWARE™

For more information about CounterIntuitive Software and RainMaker™ visit www.counterintuitive.com or

call us at 770-795-0300

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