

Every lead worked, every single time

A commercial grounds maintenance contractor generated more enquiries than its three-person sales team could answer. Quotes went out late, follow-up depended on who remembered, and roughly a third of enquiries were never contacted twice. The firm now runs its pipeline through the Rainmaker, one expert inside a nine-expert AI Brain, which drafts the offer and schedules the follow-up before it comes due.

38% PROPOSAL WIN RATE Up from 24% on the same lead volume	2.4x PROPOSAL VOLUME From the same three-person team	0 LEADS LEFT UNWORKED Every enquiry carries a next step and a date	\$11K AVERAGE CONTRACT Up from \$8.4K once the offer was rebuilt
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WHAT THE RAINMAKER DOES

Builds the offer, not just the quote. Price, scope, terms and guarantee are assembled as one argument, so the buyer weighs value instead of comparing hourly rates.

Writes the follow-up before it is due. Every open proposal carries its next touch, its date and its message, already drafted.

Prices from value, with the floor showing. Each quote states the cost basis it has to clear, so a discount is a decision.

Qualifies out loud. Bad-fit work is named early, with the reason, which keeps hours on winnable jobs.

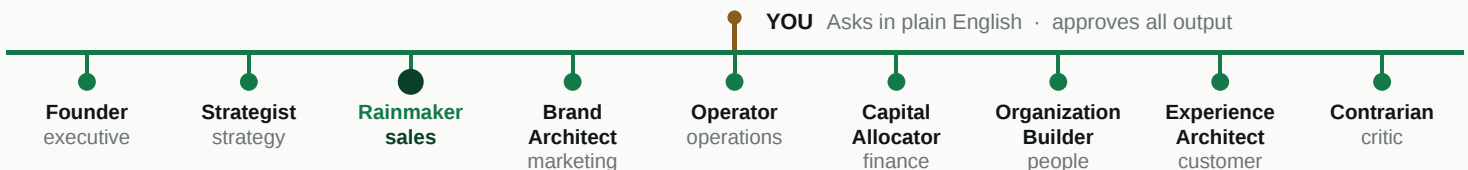
Counts what actually converts. Win rate is tracked by source, offer and objection, so next quarter is aimed.

HOW A DEAL MOVES

- 1 An enquiry arrives, any channel**
A phone note, an email or a web form
- 2 The Rainmaker drafts the offer**
Priced from the firm's own cost basis
- 3 Follow-up is scheduled, not remembered**
Every open proposal carries a next step
- 4 The Contrarian challenges the claim**
The critic seat reviews before delivery
- 5 You approve, then it sends**
Approval is required by rule

THE ADVISORY BOARD, AND THE RAINMAKER'S TOOLKIT

Nine specialists operating from one shared business context. Eight produce work; the ninth challenges it. The Rainmaker holds the sales seat.



THE RAINMAKER'S TOOLKIT

The firm's own price book · Offer library · Objection log · Follow-up cadence · The pipeline record