



## Press Release

November 28, 2008  
Davenport, Iowa

Rainmaker Software, in response to the current economic and market conditions is announcing the introduction of a series of free on-line consulting programs for retailers in the Recreation Vehicle Industry.

These Internet Based seminars are designed to provide dealers with concrete steps they can take to increase sales, control and reduce costs, boost profitability and maximize cash flow.

Client Services Director, Bill Carr, says, "This is the fourth downside market since we started working with dealers in 1976. Owners are nervous and they have developed some bad habits during the last 12- 14 years of good times. But there are proven strategies that owners can employ to survive and remain profitable in this down market. These strategies go beyond the basics of cutting inventory and reducing staff. Most of these are actions dealers can take themselves; they just need someone to give them a road map through these times."

On-line Seminars are hosted through Rainmaker Live, an Internet based conference center used for training and coaching sessions. These interactive sessions last for one to two hours and provide plenty of time for questions and discussion. There is no special equipment required; participants just need a phone and an Internet connection to join.

Upcoming sessions will focus on Sales & Marketing, Inventory Management, Obtaining Wholesale and Retail Financing and Maximizing Service Profitability.

Company President, Chad Carr said, "We started doing these sessions with our existing clients several years ago and have had great results. Now we have decided to open these sessions up to the public because, like the rest of the industry, our company relies on independent retailers. We want to do everything we can to help these retailers remain profitable and have a positive cash flow so they can stay in business."

Carr added, "Retailers need to understand that there is help and there is hope. We don't have any magic wands or pixie-dust, but there are concrete steps that everyone can take to do better in this market. We want to share those with the owners who want to stick around."

For a schedule of upcoming sessions or for information on how to join these conferences contact Rainmaker Software at (800) 336-0339 or [chad@getrain.com](mailto:chad@getrain.com)