

# Rainmaker Channels Matrix

|                  |                    | Channel Focus  |   |
|------------------|--------------------|--|---|
|                  |                    | Internal Focus   | External Focus  |
| Channel Function | Sales & Marketing  | Internal (Client) Marketing<br>(Client Retention, Upsells, etc.) | External (Prospect) Marketing<br>(New Markets & Clients)  |
|                  | Service & Delivery | Receipt & Processing<br>(Integrations & Automation, etc.)        | Submission & Delivery<br>(Integration & Automation, etc.) |