

MARKETING. SALES. SOFTWARE.

Built to turn market opportunity into revenue.

ONE PARTNER. THREE CONNECTED DISCIPLINES.

MARKETING

Demand + acquisition

SALES

Conversion + growth

SOFTWARE

Automation + insight

Why executive teams choose RM Factory

COMMERCIAL ACCOUNTABILITY

- Qualified demand and conversion
- Customer experience and retention
- Efficiency and measurable ROI

EXECUTION DEPTH

- Marketing strategy and campaigns
- Inside and field sales operations
- AI, analytics and custom software

A distinctive combination

RM Factory connects the disciplines that drive revenue:

DESIGN the demand engine and acquisition strategy

OPERATE the sales motion and customer engagement

BUILD the software and AI that connect both

Fewer handoffs. Connected execution. One accountable partner.

WHAT WE DO

Specialists across the revenue lifecycle

Integrated services, available individually or as an end-to-end engagement.

01 Marketing + Demand

- Go-to-market and campaign strategy
- Audience modeling and segmentation
- Omnichannel acquisition and nurture
- Paid media, direct response and events
- CRM / marketing automation execution
- Performance reporting and optimization

02 Sales + Revenue Operations

- Dedicated inside sales and field sales
- Lead qualification and appointment setting
- Complex / multi-location account growth
- Sales enablement, training and QA
- Contact center design and management
- Conversion and retention optimization

03 SaaS + AI Engineering

- Custom software and workflow automation
- AI-assisted engagement and analysis
- CRM and platform integrations
- Data systems and operational dashboards
- Cloud systems and technical operations
- Revenue technology product development

04 Managed Execution

- Cross-functional program management
- Recruiting, coaching and workforce ops
- Quality, compliance and governance
- Lead routing and process improvement
- Measurement, testing and iteration
- Integrated client and vendor coordination

**We pivot daily to meet new challenges.
Fast, nimble and ahead of every curve.**

Unlike a traditional agency or a standalone sales outsourcer, RM Factory can design the demand engine, operate the sales motion and build the technology that connects both - reducing handoffs between strategy and execution.

SELECTED OUTCOMES

Evidence of measurable impact

Illustrative historical client engagements from RM Factory credentials.

38%

lead conversion

Window + door manufacturer; up from 11%

30%

higher sales conversion

Travel and hospitality program

22%

national sales growth

Publishing; centralized marketing across 90+ markets

62%

lower annual call center cost

Orthodontics manufacturer

\$1M+

first-year savings

Healthcare manufacturer; operational redesign

14,300+

users onboarded

Medical research software / service program

Technology-forward, with operating experience behind it

RM Factory also develops its own SaaS and AI-enabled revenue technology, including the TargetBridge initiative. Product availability and specific features are subject to completion of development and validation.

Explore a partnership: www.rmfactory.com

Historical case-study outcomes; results vary but are always aligned to meet client goals.