

RECOMMENDERS

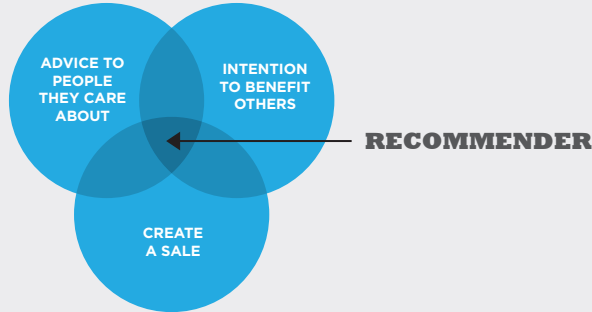
The new neurotechnology and data science to unlock and multiply the greatest untapped asset to grow any business or brand.

ONE SIMPLE METRIC IS THE KEY TO WINNING TODAY'S BIGGEST OPPORTUNITIES. FEW LEADERS OR COMPANIES RECOGNIZE ITS IMPORTANCE OR TRACK IT. THAT NUMBER IS HOW MANY **RECOMMENDERS** YOUR BUSINESS OR PRODUCT HAS.


RECOMMENDERS ARE CONFIRMED AT THE POINT OF SALE AND ARE MOTIVATED ONLY BY THE GOAL OF HELPING THE PEOPLE THEY CARE ABOUT. THEY HAVE NO EXPECTATION OF PERSONAL GAIN. A **RECOMMENDER** PERSUADES THOSE PEOPLE TO PURCHASE A PARTICULAR PRODUCT OR SERVICE: **YOURS**.

MORE THAN HALF OF YOUR **RECOMMENDERS** ARE NOT ON CUSTOMER OR SOCIAL MEDIA LISTS—THEY ARE INVISIBLE. THEIR IMMENSE POTENTIAL TO GROW YOUR BUSINESS IS BEING MISSED.

ONE NEUROTECH AND DATA SCIENCE COMPANY HAS CREATED THE SOLUTION. **RECOMMENDERS.COM**

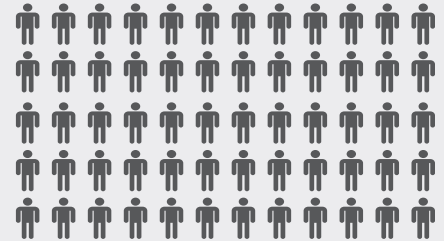


NUMBER OF PEOPLE
1 **RECOMMENDER**
CAN PERSONALLY
INFLUENCE

 = 10 people

600

600 x 600
600 x 600
600 x 600

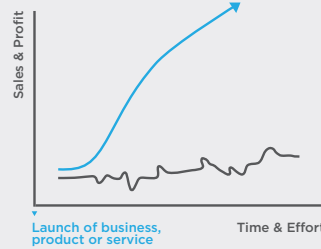


MOST IMPORTANT BUSINESS METRIC

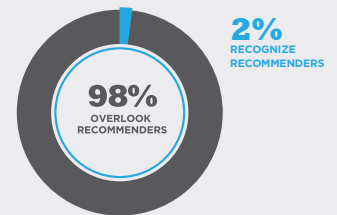
RECOMMENDERS
DRIVE CONFIRMED
SALES

- #1 Confirmed sales
- #2 Contracts
- #3 Verbal commitments
- #4 Frequent buyer program membership
- #5 Surveys on satisfaction or intention to recommend
- #6 Social media numbers

IMPACT OF RECOMMENDERS



% OF COMPANIES THAT RECOGNIZE RECOMMENDERS



RECOMMENDING IS HARDWIRED

CUSTOMER
ACQUISITION
COST

10X
difference

4%



Via a
recommender

40%



Via traditional
sales &
marketing

LIFETIME VALUE OF
1 **RECOMMENDER**

- ▶ **4,700%** of a single significant sale
- ▶ \$1,000 product: **\$47,000** lifetime sales value of 1 recommender
- ▶ \$5,000 product: **\$235,000** lifetime sales value of 1 recommender

WHAT DRIVES 1-PERSON MILLION DOLLAR BUSINESSES

- #1 A great product that meets a perceived need
- #2 **Recommenders**
- #3 Marketing
- #4 Publicity
- #5 Funding
- #6 Social Media
- #7 Paid influencers, sponsors, promoters

RESEARCH ON 4,000 COMPANIES



WHEN PROPERLY
ENGAGED,
RECOMMENDERS
HELP COMPANIES TO:

- ▶ improve existing and new products
- ▶ strengthen employee commitment and innovation
- ▶ give deeper meaning to work

RECOMMENDING VS. SOCIAL MEDIA

1 GOOD RECOMMENDER > **THE BEST SOCIAL MEDIA CAMPAIGN**