

Profit by Listening and Responding





Does your organisation live and die by its relationships?

If so, we can help!

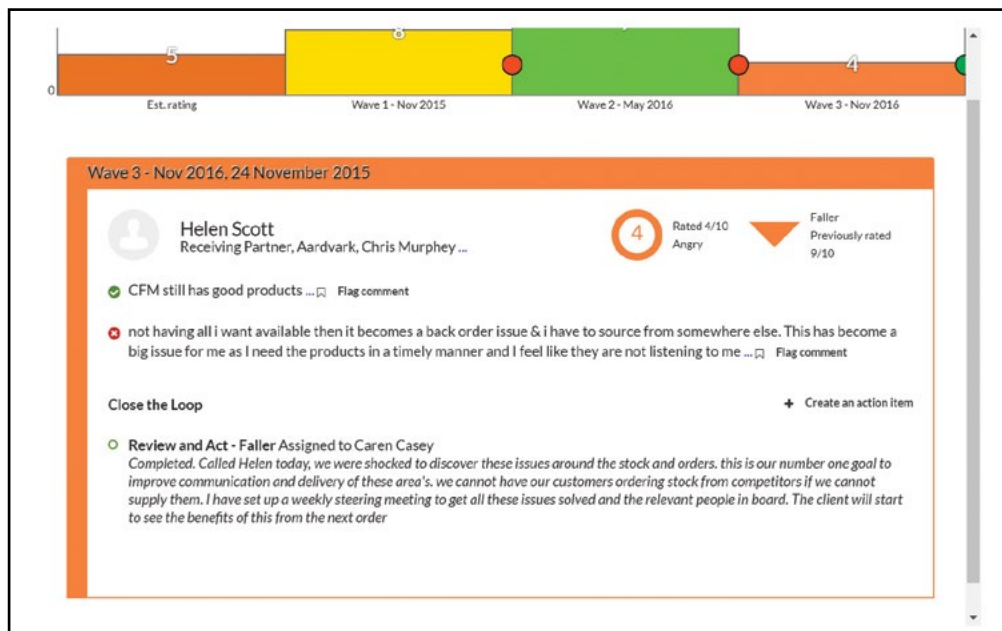
That's because we unlock potential in your relationships by **following** people: customers; employees; partners.



Marketers are Frustrated!

Frustrations we're hearing around feedback	What we do about it
 <p>'People hate surveys'</p>	<p>Yep - people sure hate surveys but they love being listened to. We can get you into a RHYTHM OF LISTENING AND RESPONDING that strengthens relationships</p>
 <p>'Our people aren't enthusiastic'</p>	<p>Your different tribes want different things. We are TWO PROGRAMS-IN-ONE = big picture, strategy and metrics + actionable 1:1 relationship stories which explain why things are changing</p>
 <p>'We'd love to but we've got existing programs'</p>	<p>We're relationship strengthening, so can COMPLEMENT, co-mingle with and boost other existing programs</p>
 <p>'It's hard to be hard nosed about the ROI'</p>	<p>Our 3-step business outcomes approach is easy money. You'd be crazy not to!</p>

This is at the Heart of What You Get From MirrorWave



The MirrorWave Process

Getting into a rhythm of listening and responding

STEP ①

Your MirrorWave program is set up based on your strategic goals

STEP ②

Asset \$\$ evaluation

STEP ③

Participants are personally invited

STEP ④

- 3 questions regularly
- Not anonymous
- Open voice
- Mirroring

STEP ⑤

- Real time data analysis and reporting
- Customised scratchpads
- Access permissioning

STEP ⑥

- Close the loop 1:1 with participants
- Show slow responders you care

STEP ⑧

ROI calculation

STEP ⑦

- Make deeper improvements using any of 6 embedded action taking processes
- Communicate progress



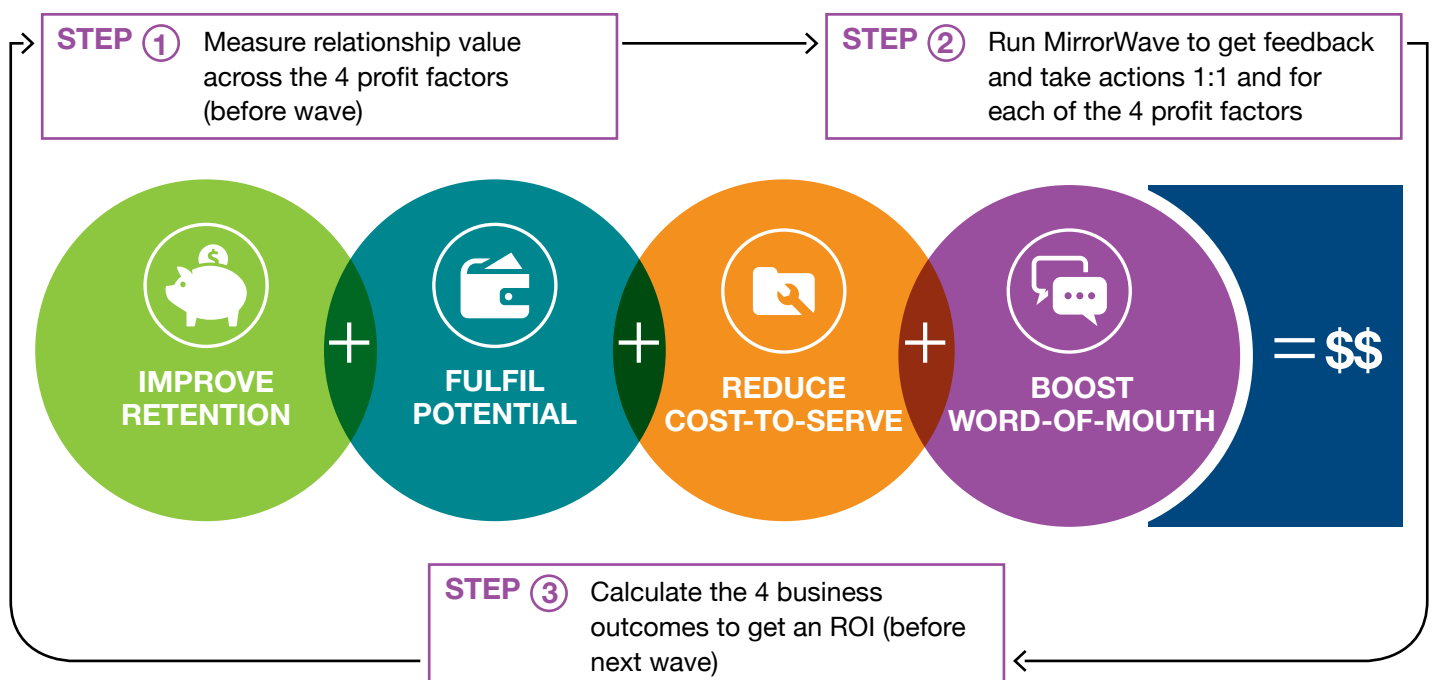
Unlock Relationship Potential at Two Levels



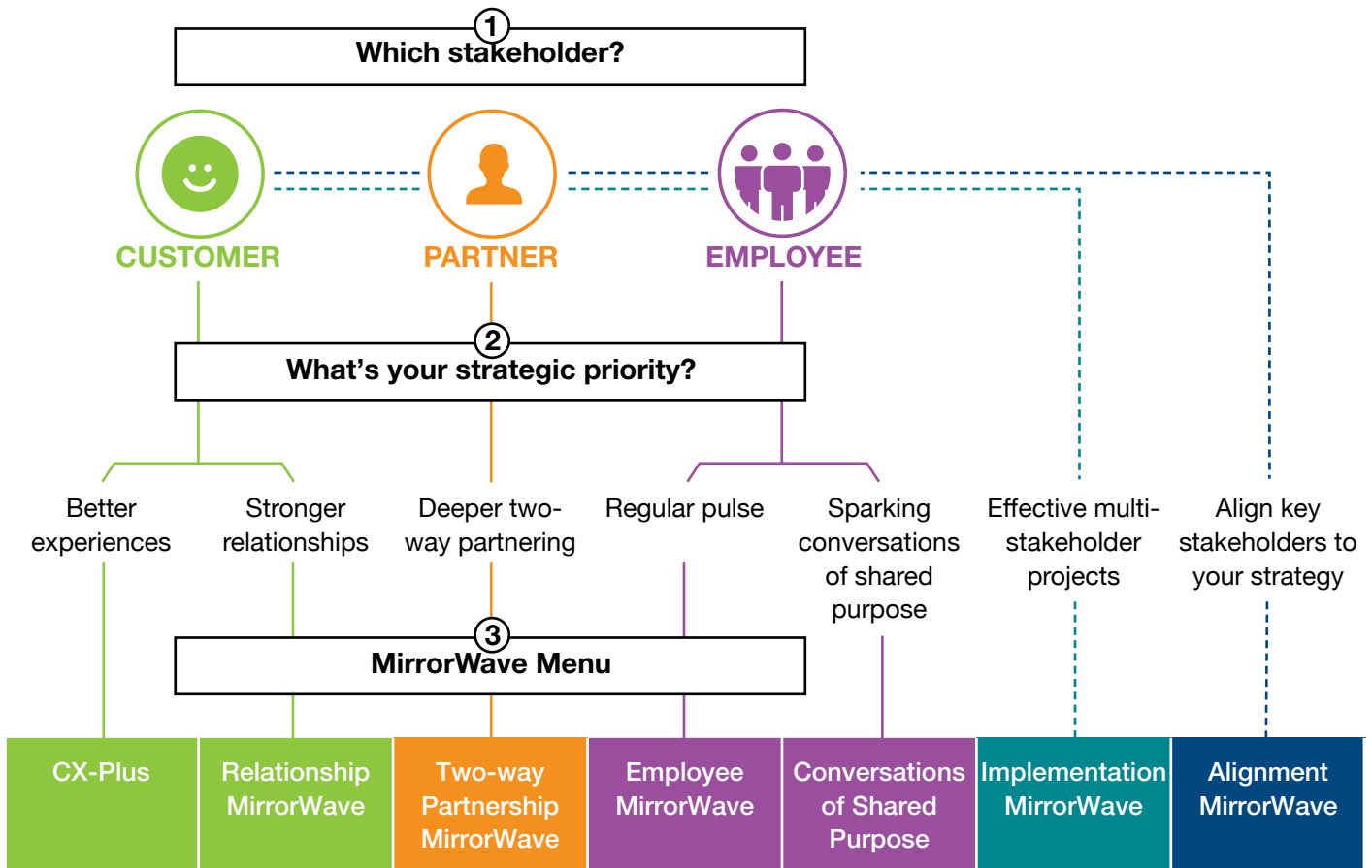
Fresh change-based insights	Relationship strengthening business results
WHO IS THIS FOR	
<ul style="list-style-type: none">> Leadership> Marketing> HR> Strategy> Quality> Service	<ul style="list-style-type: none">> Sales Management> Relationship Managers> Team Leaders and Managers> Territory Managers> Divisional Managers

We're Tough Minded About the Money

Our easy 3-step approach to unlocking relationship potential revolves around a simple 4-factor profit model



The MirrorWave Menu



Clients Who Have Profited From MirrorWave



Financial Services | Technology | B2B | Relationship Managed B2C | Distribution

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MirrorWave
unlocking relationship potential

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