



## The DNA Relationship System™

***A Human Performance Solution for  
Increasing Client and Employee Engagement***

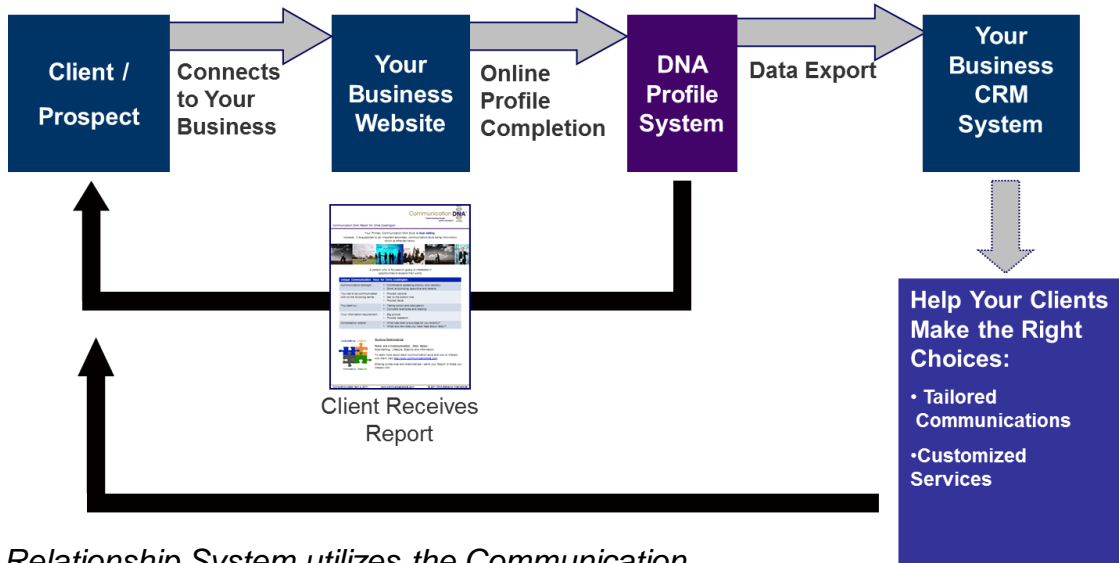
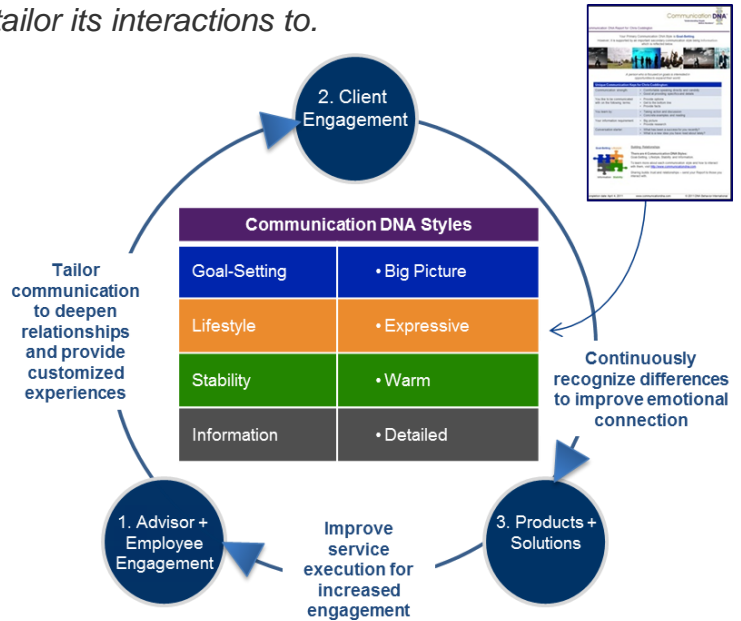


We help businesses deliver customized life long experiences by discovering and matching the unique behaviors and preferences of clients to employees and solutions offered.

# Behavior Drives Relationship Performance

Products and markets are the same. However, your business has 4 primary types of clients to segment and tailor its interactions to.

The DNA Relationship System uses an intelligent online process to automatically connect the behaviors and preferences of clients to the right employees, advisors and choices via your website and business technology systems.



The DNA Relationship System utilizes the Communication DNA Profile - a 12 question, independently validated behavior profile that uncovers a person's communication preferences and key aspects of their life and financial motivations.

Upon completion, a Consumer report is received by the client which highlights their communication preferences. More detailed Enterprise reports are available to you for deeper insight into how to customize the relationship with your clients, and for training.

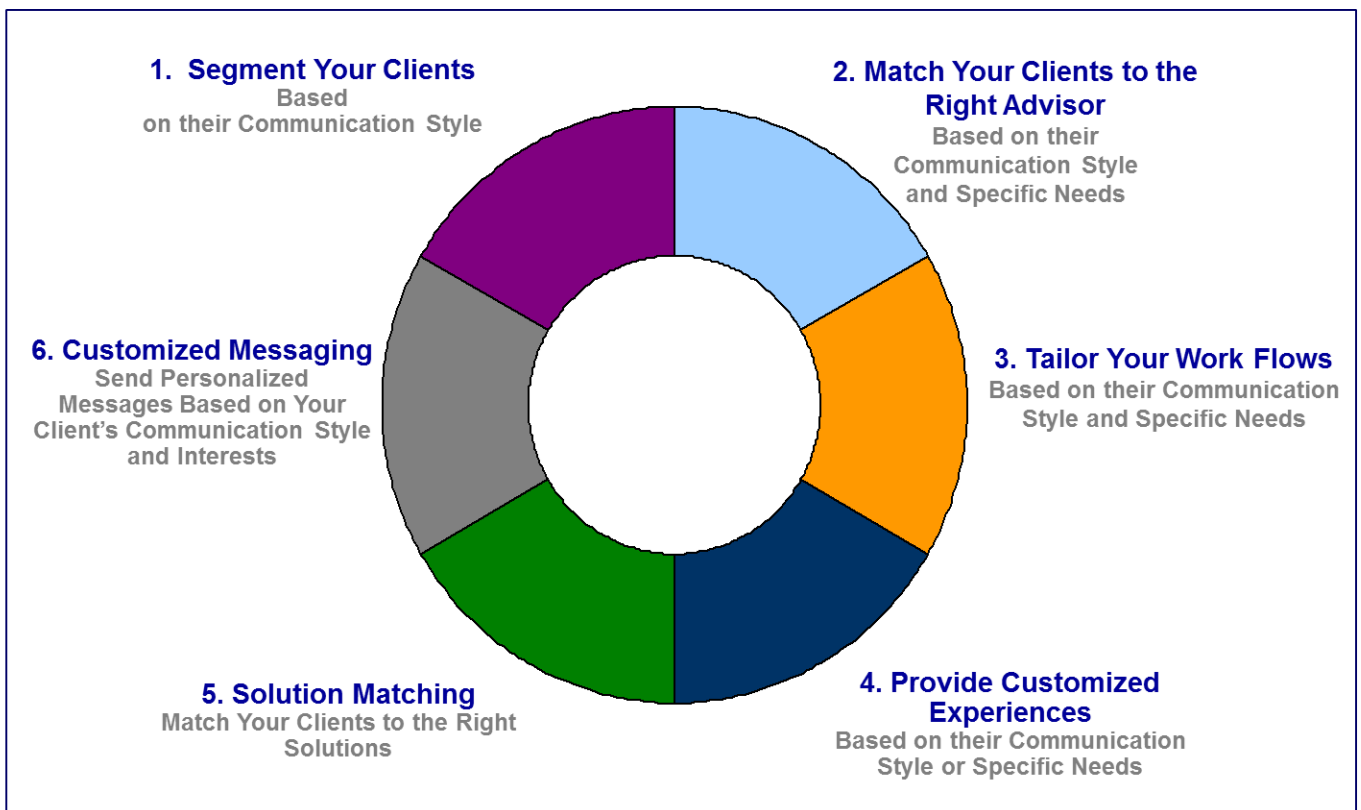


# Transforming the Client Service Experience

The information obtained with the Communication DNA Profile provides you with the resources you need to adapt to your client's unique communication style and service preferences.

Immediately upon your client's completion of the Communication DNA Profile, you will receive detailed information on how to communicate with them, including:

- Communication Preferences
- Life Need
- Financial and Risk Approach
- Service Delivery
- Meeting Conduct
- Information Requirement
- Relationship Management
- Learning Style.



# Get Started with the DNA Relationship System

## Who Should use the DNA Relationship System:

Those who will receive the greatest benefit from the DNA Relationship System will be individuals, professionals and businesses who are interested in understanding the natural behavior and communication preferences of themselves, their clients and employees to increase engagement, build more meaningful relationships and provide a customized service experience.

## Investment:

Your online DNA Relationship System can be established for a fixed fee under an annual license agreement. We will provide you with a 12 to 36 month service agreement which sets out the annual fee for your business and the applicable terms and conditions.

## What You Get:

By purchasing the DNA Relationship System you will obtain the following core services for the duration of the agreement:

- 1.Unlimited usage of the Communication DNA Profiles and Enterprise Reports to use with employees, clients and prospects
- 2.The right to place a Communication DNA icon on your website with a customized URL
- 3.Access to the DNA Behavior Profile Administration system to access and review the participant's Communication DNA Profiles
- 4.The ability to transfer the Communication DNA profile data on the participants to your business technology system (eg CRM)
- 5.Access to Customized messages to distribute to your clients.

In addition, we can provide the following services:

- Communication training
- Benchmarking analysis of client and employee behaviors and choices
- Employee – client-solution matching
- Customized workflow consulting

*Are you ready to benefit from our human performance solutions for personal and business transformation? Contact us for further information: Tel: (770) 2740311 or email [inquiries@communicationdna.com](mailto:inquiries@communicationdna.com)*