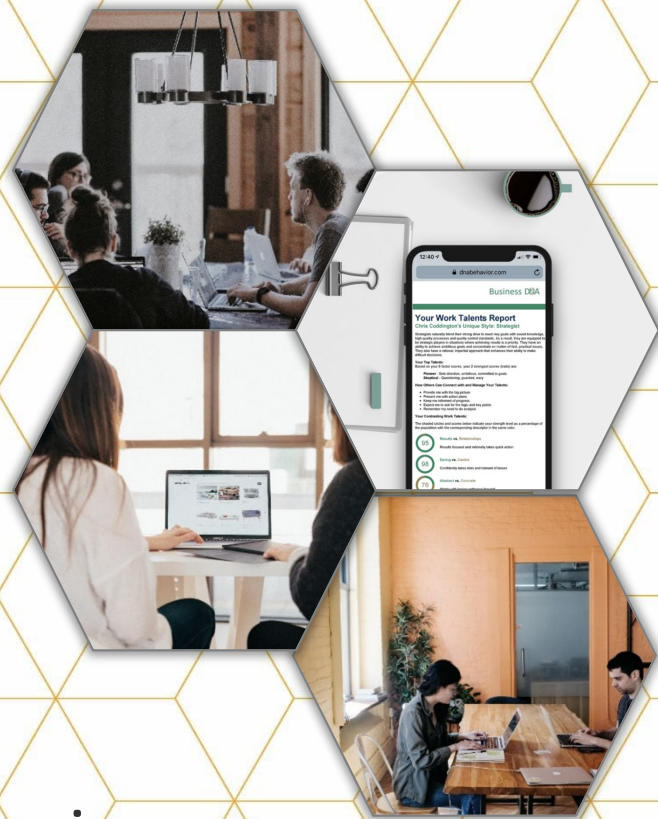


Infusing Behavioral Economics Into Marketing



DNA Behavior®

Infusing Behavioral Economics Into Marketing

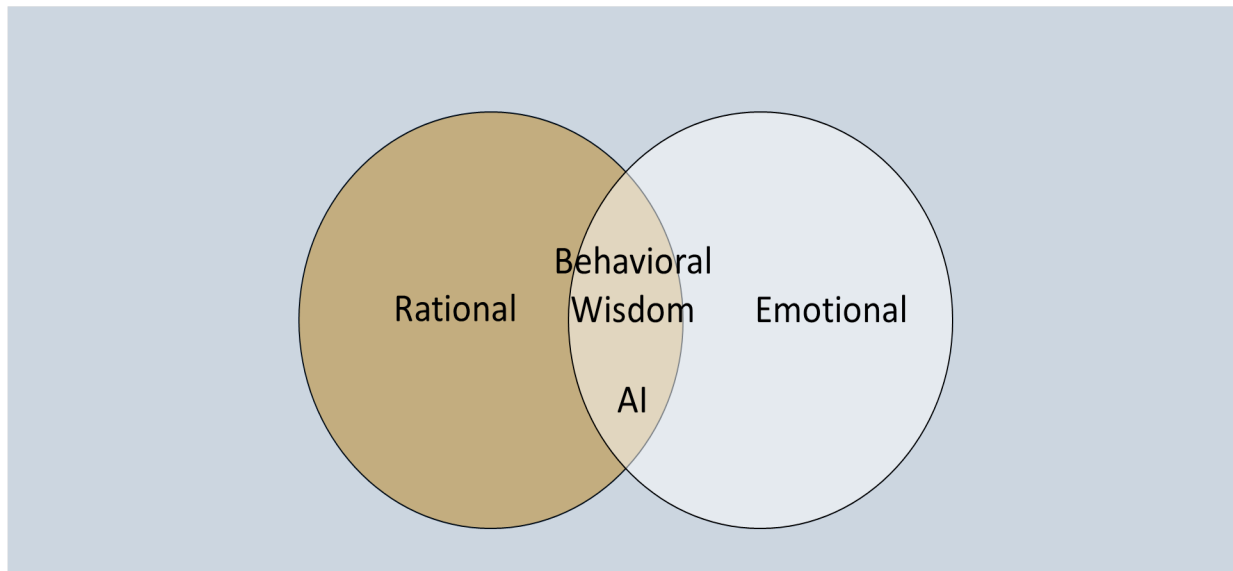
Introduction:

Have you seen how trust is accelerated in the marketing and sales process when people feel they are being communicated with on their terms about solutions they desire?

A behavioral economics approach to marketing recognizes that people make emotional decisions and do not necessarily act rationally. To optimize marketing and achieve higher levels of client engagement there must be recognition that each individual is unique, has a specific set of circumstances and behaviorally driven motivations and biases impacting their decisions.

Decision-Making Is Driven by Three Behavioral Minds and AI

We Empower Informed Decision-Makers By Optimizing People's Talents and Financial Behavior



“Behavioral marketing is the method by which organizations target audiences based on their behavior, interests, intentions, geolocation, and other metrics.”

Importantly, behavioral marketing must be deployed in a way that helps shape consumer decision-making in the interests of the client and not in a manipulative or negative way for the product or service provider.

DNA Behavioral Marketing engagements involve the mass-scale acquisition of new clients and re-engagement of existing clients using behavioral data to make them feel understood and emotionally connected with as early as possible. Further, such engagements facilitate “behaviorally wise” decision-

making through the use of well intentioned “nudges” that are structured based on choice architecture which recognize different styles.

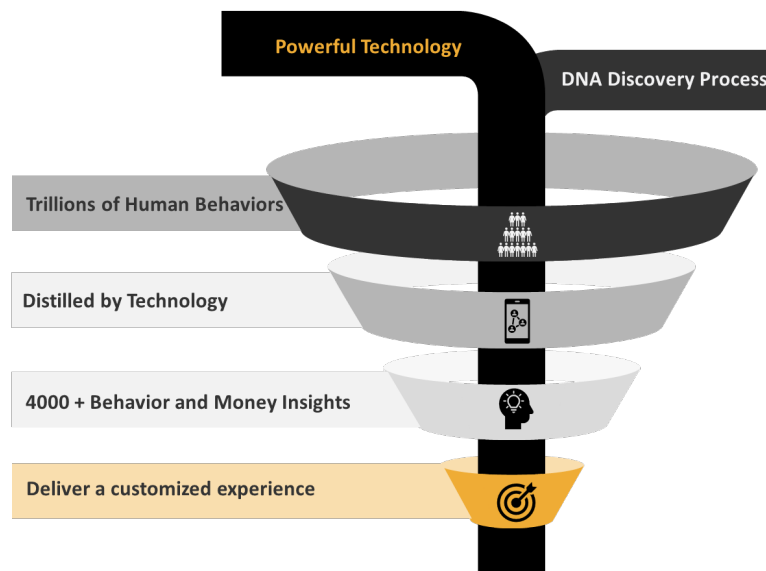
The DNA Behavior approach to marketing incorporates the following key components:

1. **Hyper-personalization of experiences at scale**, including segmenting how products and services are sold to each person based on the knowing the uniqueness of their personality driving their motivations and biases, and also their specific circumstances. To know who each person is requires either or both of the following personality discovery methods to be deployed using the DNA BeSci Tech Platform, with the resulting 4000 behavior and money insights for each person deployed from the DNA Web App.
 - i. The active completion of the DNA Natural Behavior Discovery Process (using the Full DNA Discovery of 46 questions or DNA Quick Scan of 11 questions) or
 - ii. Using AI and machine learning for the creation of a DNA Digital Proxy using publicly available information or by deploying the DNA Translator to convert non-DNA Discovery insights into DNA behavior and money insights to quickly gear up a marketing and sales campaign.
2. **Behavioralizing data** by accessing deep pools of demographic and transactional data held by the organization and/or third-party suppliers, including predictive life and financial data points, so that products and solutions can be contextualized based on the person’s unique personality.
3. **Behavioral variability management** in decision-making, including choice architecture and product design to recognize different systemic biases and random noise elements.

Historically, marketers have used persona-based models to create broad segmentations of clients using

DNA BeSci Tech Powering Hyper-Personalization at Scale

Behavioral Data to Power Customized Employee and Client Experiences



transactional and demographic information. However, such persona models do not get to the uniqueness of each individual and are largely assumption based.

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The DNA Behavior approach transcends traditional persona-based models and takes behavioral marketing to a new level.

In our experience, the infusion of a behavioral economics approach will get better results when deployed with known leads, prospects and clients rather than from cold lead generation programs. The reason being that more is known about the person (including their name and key details) so that personalization strategies can be implemented to accelerate conversion and increase up-sell opportunities.

The Objectives of Infusing Behavioral Economics into Marketing

Some of the specific opportunities are as follows:

1. Build greater organic demand for your products and solutions for scalable growth.
2. Make your company more approachable and understandable.
3. Give users the feeling they are getting a customized experience that is in their best interests.
4. Safely guide each person through the sales process, making it easy and fun.
5. Reduce the complexity of decision-making to what is important for each person.
6. Increase conversions from other products and solutions to yours.
7. Ensure sign up's and processes are easy to follow with minimal human intervention.
8. Make visible/accessible the powerful insights and resources you have.



Must Have's for a Behavioral Economics Approach

1. The leadership team have a clear identity from which to lead the business and make decisions about products and how they are sold.
2. The business has a unique message that fits its “Play Bigger” market positioning addressing a major (pain) problem that needs to be solved.
3. There is a “Traction” plan for managing growth, with clear goals set.
4. A “Moonshot” goal supported by an execution focused strategy.
5. A clear value proposition and set of benefits of the product and services.
6. Pricing clarity, including gross margin and profitability analysis.
7. Insights as to what experience and engagement the clients desire from the mix of products and services offered.
8. A marketing team and tech processes set up that can pump a marketing strategy designed around a sales “Fly Wheel”.
9. Technology systems and processes for the discovery, segmentation and tracking of leads, prospects and clients to behavioral style, life and financial events, demographics and transactions.
10. AI and tech platforms for customizing communications, content, graphics, presentations, meetings, video's, emails and any other form of messaging delivery.

So, going forward, what can you do to elevate your marketing with the infusion of behavioral economics principles?

Hyper-Personalization of Experiences:

Personalization, the art of creating a unique and tailored experience for each client, is no longer a luxury but a necessity in highly competitive markets. Today's clients expect a personalized experience when

Personalization, the art of creating a unique and tailored experience for each client, is no longer a luxury but a necessity in highly competitive markets. Today's clients expect a personalized experience when interacting with a brand, with **71% expecting it every time** and 76% expressing frustration when they don't get it, according to McKinsey.

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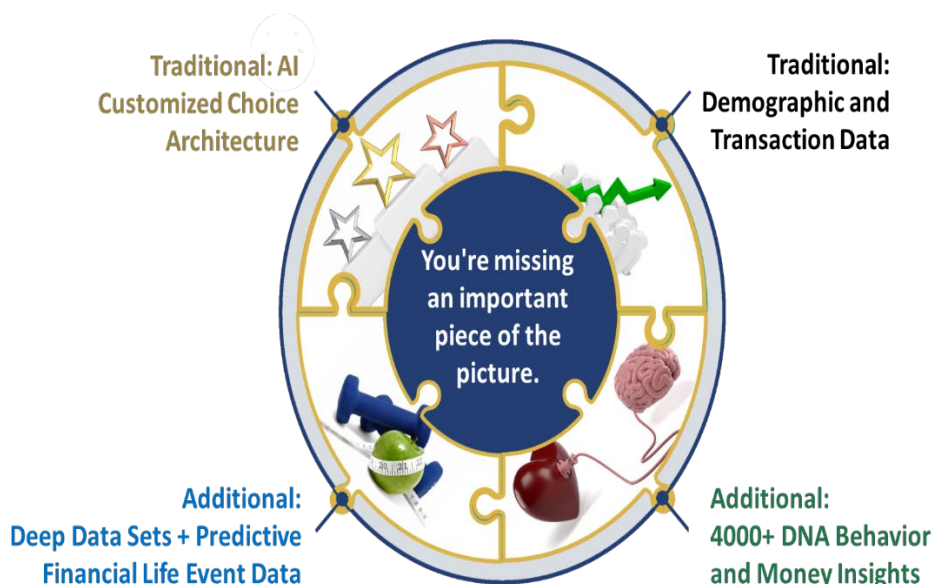
interacting with a brand, with 71% expecting it every time and 76% expressing frustration when they don't get it, according to McKinsey.

The process of personalization is all about understanding clients' individual needs and preferences at a much deeper level and leveraging that understanding to deliver more relevant products, services and experiences matched to who the client is. Research shows 91% of consumers are more likely to shop with brands that remember them and send them relevant offers, according to Accenture. For growing businesses, that means personalization is not an option—it is an essential part of growing a business, whether that business is online, offline, or a hybrid.

The journey towards effective personalization begins with a deep understanding of your client base. It can be worth investing in data collection and analysis tools to gain insights into customer behavior, preferences, and needs. This data serves as the foundation for creating personalized experiences for digital and brick-and-mortar businesses.

From there, get to know your clients personally, particularly when you have opportunities to interact with them in person. “When it comes to skincare, every client is unique and different. Offering one-to-one treatment time ensures every client feels completely heard without ever being rushed,” says Cara Heym, Aesthetic Specialist and CEO and Founder of Vanity Skin Bar. “By tailoring products, services, and communications directly to their target clients, businesses of all kinds can create a more engaging and satisfying experience. This includes personalized recommendations, customized marketing messages, and tailored product offerings,” explains Heym.

The Holy Grail of Hyper-Personalization In The Future Precision Solutions Matched to “You”



Unlike online platforms, physical stores have the advantage of direct, human interaction. Employees can engage with clients personally, offering recommendations and assistance based on the customer's immediate reactions and responses. "Training staff to recognize customer needs, preferences, and even moods can turn a routine purchase into a memorable shopping experience. Businesses with multiple locations need to ensure their personalization efforts carry over from one location to the other," says Heym.

Delivering a personal touch enhances client satisfaction, which can build client loyalty and word-of-mouth promotion as clients share their experiences with their friends and family members. "Clients who feel understood and valued are more likely to want to build a long-term relationship with a brand or business. Personalized experiences help clients feel seen, fostering a deeper emotional connection to the brand. This emotional bond is critical for customer retention, especially in markets where products and services are largely commoditized," says Heym.

A high level of personalization during digital engagements can significantly boost conversion rates and sales in marketing efforts. For example, personalized email campaigns, which include the recipient's name and content based on their interests, have been shown to generate 26% higher open rates according to Campaign Monitor.

Behavioral Data Is The New Liquid Gold

If you think about it, behavioral data is the new liquid gold for enabling hyper-personalization. Organizations today have an unprecedented opportunity to integrate behavioral science within existing segmentation and persona models which so far have been inherently limited by the use of surface level demographic and demographic data.

The new behavioral data approach using behavior, communication and money insights allows organizations to better understand actions, preferences, biases, communication styles, buying triggers, and underlying life and financial motivations that may not otherwise have been apparent using traditional segmentation methods.



Having the warm leads, prospects and disengaged clients use the DNA BeSci Tech platform enables the production of behavioral data which is like the liquid gold that has been missing for the creation of hyper-personalized experiences on a mass-scale basis.

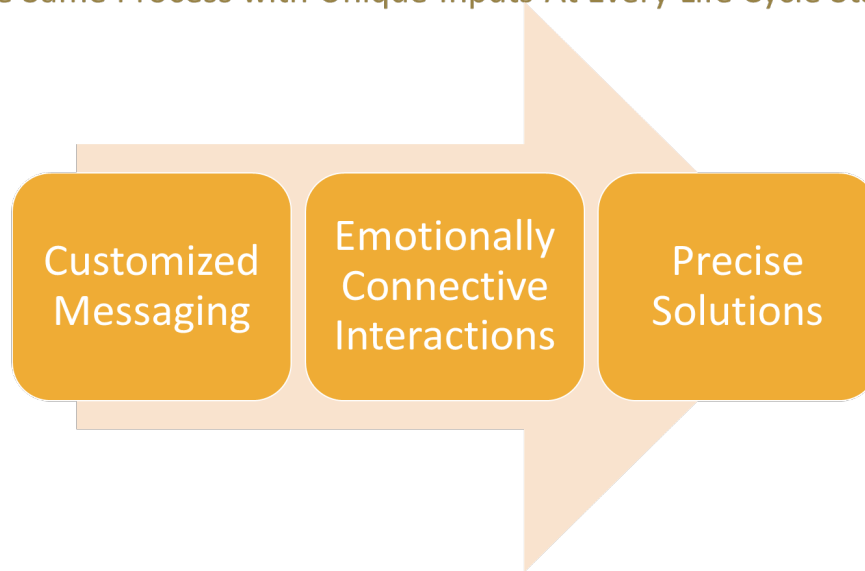
The Process of Hyper-Personalization using Behavioral Finance AI

The businesses which succeed with hyper-personalization at scale will know how to implement the same process for every person with unique inputs at every lifecycle stage, which will unlock:

1. Customized messaging
2. Emotionally connective digital and human interactions
3. Precise solutions

Tailoring the Experience For Each Client/Employee at Scale

The Same Process with Unique Inputs At Every Life Cycle Stage



Our core values require that the process of hyper-personalization be delivered with a high degree of psychological safety where the individual feels personally comfortable and is being guided with positive intent. Further, there must be a high degree of transparency and fairness.

The holy grail of hyper-personalization in the future will require going along way past knowing traditionally gathered transactional and demographic data. The new paradigm will require obtaining much deeper data sets about a person's life, career, finances, investments, health and wellness, including on a predictive basis.

The 4000 available DNA behavior and money insights can be used to behavioralize the rich data gathered to tailor a specific solution and the framing of how it is presented to each individual recognizing their unique talents, financial behaviors and communication style.

The even more powerful quantum leaps are made when AI and machine learning are used to automate the customization of the workflows in the design, marketing, sale and support of a product or service for each individual at scale, and at a far lower cost. More specifically, the opportunities come when AI and machine learning are used to:

1. Enhance data collection, mining and analysis capabilities to increase knowledge and make predictions about likely events and actions.
2. Increase disclosure of relevant information for making decisions.
3. Develop more engaging content which is relevant to each individual and then deployed across all communication mediums and platforms such as websites, social media, blogs, CRM, Zoom, Microsoft teams and the like.
4. Enable more specific choice architecture and prompt engineering for safely guiding individuals through decision-making and product usage.

5. Deepening suitability risk management assessment and monitoring.
6. Complete systemization of behavior and money insights across every touchpoint in the business.

Behavioral Marketing Services

Generally, the implementation of a Behavioral Marketing program using the DNA BeSci Tech will commence once advertising and lead generation campaigns have been conducted to obtain leads.

We then work with the marketing and sales team leaders to design a program and the workflow which builds in the deployment of the DNA BeSci Tech to:

1. Deepen the levels of segmentation for enabling the customization of solutions offered, recognizing specific behaviors, biases, habits and financial motivations.
2. Provide customized communication keys for every participant.
3. Utilize customized marketing and sales scripts recognizing different communication and learning styles, including in emails, websites, videos, graphics, presentations.
4. Leverage Market Mood indicators to tap into gauged client sentiments towards markets and economic conditions.
5. Use style matching for aligning prospects and clients with the most suitable relationship managers to handle the sale and service delivery.

Changing the Game With Behavioral Marketing

Re-Designing and Re-Framing Offerings to Reduce Bias

The opportunity is to reframe how the same solution is presented to people with different communication and learning styles.



In addition, behavioral marketing methodologies can be used for internal marketing within an organization to convey leadership messaging, assist with change management and improve training.

On a periodic basis throughout the Behavioral Marketing Program, we will provide a detailed Behavioral Marketing Report which addresses DNA behavior and money insights, behaviorally driven sales and marketing tactics in the context of the overall marketing, sales and financial data which emerges.

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We can achieve high scalability (volume usage) with low friction for the Behavioral Marketing solution by deploying the “DNA Digital Proxy” discovery method which does not rely on participant involvement in the completion of the normal “DNA Full Discovery” using 46 questions and taking 10 to 12 minutes to complete. In addition, we can use the DNA Converter tool to convert non-DNA Discovery insights into DNA behavior and money insights to quickly gear up a marketing and sales campaign.

Alternatively, to increase scaling, speed and reduce friction, we can deploy the DNA Quick Scan which only requires the completion of 11 questions.

However, to fully inform downstream decision-making following the behavioral marketing process, we strongly recommend that the complete DNA Full Discovery be completed given its higher 97.1% accuracy level.

Behavioral Marketing Metrics

The Behavioral Economics Guide 2023 provides an article on Page 86 “The Next Frontier of Personalization: Behavioral Science Customer Segmentation in Financial Services”, and on page 88 it says:

A recent article Identifying and understanding the hidden traits and emotions that affect financial behavior and decision-making could potentially improve the conversion, engagement, and retention of consumers. We see this in other industries such as digital commerce, where firms are investing in personalized recommendation systems to convert “browsers into buyers,” increase loyalty, and improve customer retention. One study associated personalized recommendations to online shoppers with a 29% increase in firm revenue (Basu, 2021).

The metrics for a Behavioral Marketing Program will differ depending on the types of targeted clients, products being sold and the overall mix of sales and marketing activities. The engagement success of the program should be considered on the basis of a mix of direct financial metrics and other leading indicator measurements.

Behavioral Marketing Program Metrics

Engagement Success Is Measured from a Mix of Direct Financial and Other Leading Indicator Measurements

DIRECT FINANCIAL METRICS	OTHER LEADING INDICATORS
<ol style="list-style-type: none">1. Conversion % of prospect to revenue producing client2. Conversion % of disengaged clients3. Acceleration of sales cycle4. Increase in revenue from client and life-time value5. Increase in share of wallet6. Period clients are engaged7. Cost savings in serving a client8. Increase in referrals	<ol style="list-style-type: none">1. Website visits2. Attendance at company events3. Calls to the company4. Appointments made5. Responses to communications6. Responses to surveys7. Provides testimonials8. Uses the products and services

Historically, the DNA Full Discovery completion rate (46 Questions) with warm leads and prospects is 98% with a typical increase in sales conversion to revenue in the range of 10% to 30%. On average we see organizations achieve 23% or more revenue growth through the increased loyalty that comes from a deeply emotionally engaging approach. Notwithstanding, to reduce friction and yet achieve the same results, we advocate using the DNA Digital Proxy Method or the DNA Quick Scan when deploying behavioral marketing strategies.

Behavioral Variability Management:

The following is a summary of various behavioral economics methodologies to consider baking into your organization's marketing through the website, CRM, email content, brochures and sales processes.

These methodologies should be implemented based on a deeper knowledge of the client such that their behavioral style, preferences, and biases are fully recognized.

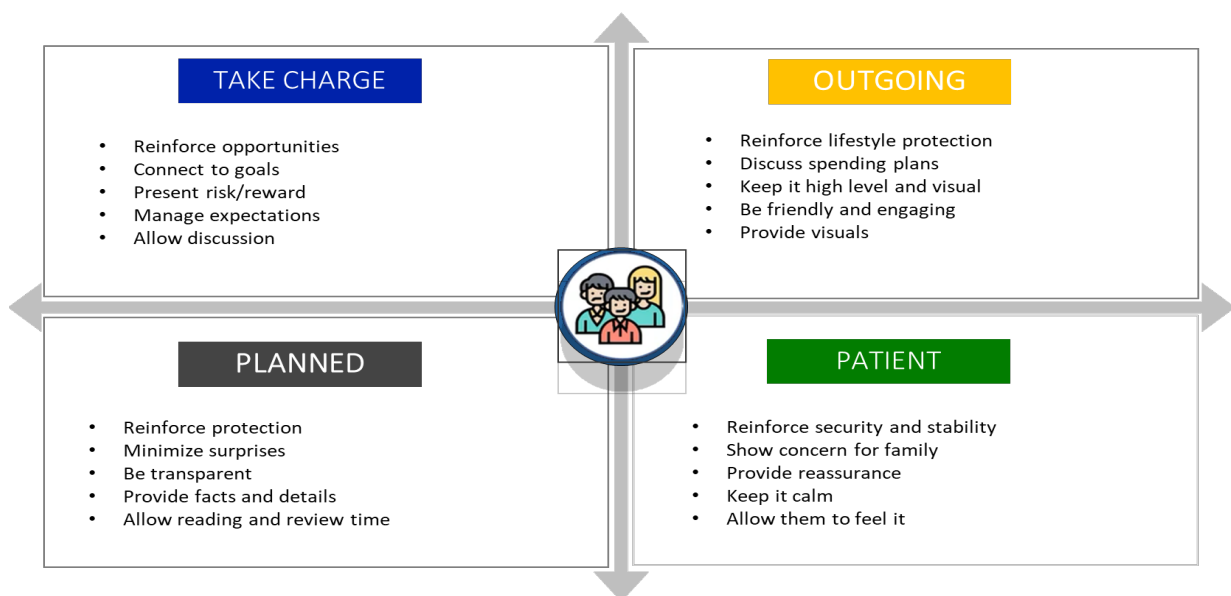
Many of the various methodologies outlined are being implemented by DNA Behavior. Also, DNA Behavior examples have been used to help provide practical context for helping to understand.

Initial Behavioral Management Strategies to Deploy

Consider the deployment of behavioral driven methodologies in the following areas:

1. Pricing – offering three packages with the middle choice a decoy. We suggest the highest value option will have a price of 25% to 40% higher than the middle choice. Then, the lowest value option will be priced at around half the middle choice. A fourth freemium option can also be provided.
2. Communication – customization of messaging to behavioral style with people segmented into two quadrants of Results and Relationships, or even four quadrants for Take-Charge, Outgoing, Patient and Planned people.
3. People matching – match sales, advisory and service teams to similar DNA behavioral style where possible to minimize the frictions caused by differences.
4. Money back guarantee – recognizing the bias of Loss Aversion - address the buyer’s fear of signing up with you – eg fear of losing clients, or time etc.
5. Graphics – when real people are used, different people will see positives and negatives depending on their lens and experiences. Diversity will be hard to achieve. Consider:
 - De-emphasizing the people in graphics and show friendly process graphs or symbols eg the heart graph with symbols of people in them.
 - More graphics with company logo embedded.
 - Use of different graphics for different styles.
6. Digital aids – using text message prompts can be helpful for getting people to take action – do we you do this for people in the first 30 days of their package to get action? Think subscribe to email AND text...when they do both...provide very small incentive (nudge)
7. Ease – focus on ease to make a decision and also showing them where they are at (ie on target) on the use journey – graphics would help.
8. Influencers – consider putting more testimonials into social media eg ABC person had the following experience, insight, impact etc – then provide a link to their testimonial. Although, this has to be triggered so that they do it in an intentionally organic way. Look at what defines an Influencer for your business.
9. Following the Influencer point above – who will help you get more referrals?

Communication Messaging Based On Natural Style

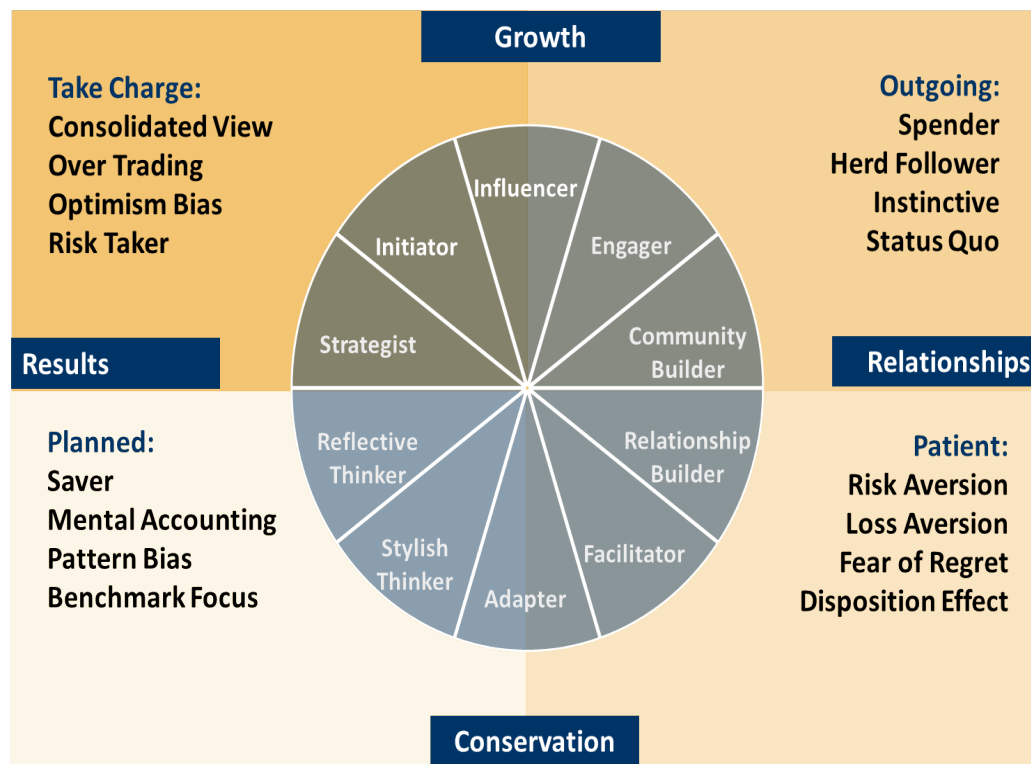


Prospect Theory and Loss Aversion: How Users Make Decisions

1. When choosing among alternatives, people avoid losses and optimize for sure wins because the pain of losing is greater than the satisfaction of an equivalent gain.
2. Given people have a desire for certainty, they tend to overweight small probabilities to guard against losses.
3. People would rather agree to a smaller, sure loss – than the risk of a large expense. Hence, why people take insurance.
4. However, people will engage in risk taking behavior in the hope to avoid a loss as against taking a sure loss. So, people value gains differently to losses.
5. The overall principle is that the expected gain needs to be 2x the projected (perceived) loss. Although for high-risk takers this may be 1.5x and for very cautious and concrete people up to 5x – hence knowing the DNA Behavior style of buyers is important,
6. Further, by knowing how quickly a person will decide, the types of interactions and information flows they require, their innovative ability to work through solutions and their trust levels will give additional sales intelligence.
7. What “insurance” can be provided to mitigate the loss completely for a user? For instance, at DNA Behavior the risk would mainly be the loss of a client for which we offer a money back guarantee, or the loss of their time. The money back guarantee should have a positive winning focus and not have too much negative framing. Here is an example of a Money Back Guarantee: https://eocinstitute.org/meditation/Sixty_Day_110_Money_Back_Guarantee_Information/?footerlink Note, a 100% guarantee might be too much, although a small administrative fee to cover expenses of service could be appropriate. Also, guarantees should not be open ended, and maybe restricted to 90 days.
8. **Certainty Bias** – people tend to overweight options that are certain and are risk averse for gains. People would rather an assured lesser win than take the chance at winning more. Therefore, give people an assured gain or benefit than a much larger one that can be perceived as highly unlikely. Look at it as giving additional benefits or upgrades and not discounts on core products. For instance:
 - Should you offer people a 10% discount off training if they have a minimum number of people sign up within a short time-period?
 - On renewals, should you give people a 10% discount off a package upgrade or training if they write a review and do a testimonial?
 - Provide other rewards for loyalty or taking action that are guaranteed?
 - Emphasize monthly payment so that the fear of cost is not as high on the pricing page, but you can have choice architecture in the contract sign up page for them to pay annually with an overall % discount to monthly.
9. **Isolation Effect** – People have a tendency to disregard any elements that are common to 2 or more options because of cognitive overload – so help them focus on differentiators. When choosing between products consider how information is displayed so that common elements are disregarded to enable a focus on key product differentiators.
 - For instance, one of the big differentiators for DNA Behavior is you get both behavior and money insights.
 - The DNA Behavior website pricing schedule does show differences between the three options by presenting the comparisons side-by-side.

10. **Framing** – is important when creating content to get people to make a certain choice. People respond very differently to negatively framed messages than they would to a positive one. Would you prefer to use a service that has a 95% satisfaction rate or one that has a 5% complaint rate? Negative formulation primes people to think of a possible loss or negative outcome and to act accordingly. Therefore, do you make the following types of statements:
- Use a service which clients/subscription users have consistently renewed at a 98% level over the last 20 years (or say 5 years so it does not seem like such a big commitment)?
 - Use a service that has experienced a 99% participation rate over 20 years?
 - Take the guesswork out. Understand people with pin-point accuracy, use a service which is proven to be 97.1% accurate?
11. **Loss Aversion** – most people seek to minimize losses because losses loom larger than gains, even though the probability of losses is tiny. People have a more extreme negative reaction to losing than making a gain.
- Consider emphasizing on the website the list of benefits from using the product or service, and not the downside.
 - Emphasize the monthly pricing so it seems less – even though there is an annual commitment.
 - Focus on simplicity – and reference how people have positive experiences for spending just a few minutes completing an online exercise (eg the DNA Quick Scan discovery taking 3 to 4 minutes) – less time than making coffee, signing up for a new product online etc.

Behavioral Biases Influencing Rational Decision-Making



Additional Behavioral Management Considerations

The following points are based on Joel Franks book called “Creating Wealth Starts with Financial Health” which was released in April 2023. While the book is financial education focused the principles apply to behavioral marketing in general.

1. Chapter 1 addresses emotions and loss aversion – given people have a 2x desire not to lose versus a gain, or do not want to sacrifice being on a winning path (even if it provides less benefit or rewards) with another solution by taking a risk you need to show:
 - 2x ++ gains from using your solution over another existing solution.
 - A two in one benefit from using your solution – eg for DNA Behavior, the participant gets both behavior and money insights.
 - Risk mitigation with 97.1% accuracy – eg we need to convey that by using DNA Behavior, making people mistakes is significantly reduced.
 - The benefits on the website – eg DNA Behavior is proven, safe and reliable for over 20 years.

2. Chapter 2 addresses the endowment effect – people give greater value to the ideas and items they attach ownership too. Further, once people are in possession, they will pay double for something against if they did not have possession. So, for instance for DNA Behavior, this is where in the trial process the following can be considered:
 - Set up their customized account and put logo’s etc on their reports.
 - Get them to do 5 profiles in 15 days for an incentive reward as per above.
 - Show them how other tools they use compare to DNA Behavior results, including the money insights, using the DNA Translator Tool – they can have their non-DNA profile results plugged into our system.
 - Show comparison reporting – we have learned that once people see themselves compared to someone else – the experience is cemented and want more as they see themselves – we can highlight the comparative reporting when we offer the trial.
 - Also, show comparative reporting when we demo the system to prospects against Leon and Hugh etc.

3. Chapter 3 addresses mental accounting - do you need to make people feel they need to have a behavioral systems budget or address how they flex their budget to include DNA Behavior – do you focus on monthly fee rather than annual? Yes, but more specifically...choice (architecture) in terms of how this can address different types of General Ledger categories - employee development, events planning, software needs, etc. I know that DNAB gets slotted into training budgets, tech budgets etc.

4. Chapter 4 addresses delayed gratification – do you offer some kind of reward for people to sign up with your solution more quickly (which plays into early gratification). For instance, in DNA Behavior, if they do their 5 trial profiles in 15 days etc – they get a 10% discount for training – or a 10% coupon to spend on training.

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And/or do you address how the benefits of using your product have long term engagement, revenue and productivity in the business – you will be better off tomorrow etc – this is where you can be more pinpointed with testimonial wording portraying how other role models used your product ...For instance, in DNA Behavior show them how many reports, resources, number of people they have potentially impacted, improved, etc.

5. Chapter 5 addresses giving people a feeling of control. For instance, DNA Behavior being clearer that we allow users/consultants/partners to control their environment in using the system far beyond what anyone else allows. Also, consider playing more into people's needs for affiliation, power and/or achievement. Playing into people's human motivation is important for helping people feel that their need for control is understood.
6. Chapter 6 addresses re-framing. Consider providing different messages for the same solution so that there is greater connection to each style of person. For instance, having parts of your website in duplicate to address the results or relationship messaging more strongly – eg For example, at DNA Behavior for the people who have completed a trial or for whom we have created a DNA Digital Proxy we can create an automatic segmentation of website and sales experience based on style. This segmentation can also be used for customizing emails and social media promotion.

Further, the DNA Behavior segmentation can address the demographics of our consultant/advisor users on the following basis:

- Behavioral style – in particular, which behavioral factors dominate eg risk or creativity?
- Their sex – we have more female users.
- Their age – are most experienced and over 45 (we can guess a bit from when they started or finished college).

Recognize that the peak age for business performance is 53 years old. By knowing such information, the messaging can be pinpointed as is appropriate to the product.

7. Chapter 7 addresses experiential bias influencing decisions. Consider keeping the offer tied to familiar points so that people are not out of the comfort zone of their experiences. For instance, DNA Behavior can address the fact that our solution offers something new ie money insights but also maintain the familiarity of normal workplace behavior. This enables DNA Behavior to leverage the two in one benefit of our platform.
8. Chapter 8 addresses “nudging” using choice architecture. (Also, look at the book Nudge by Richard Thaler)
 - Choice architecture goes hand-in-hand with client journeys you would like to drive. It is not in anyone pattern or place. If the tools help those who have an appetite for that type of content or if it makes that client journey more robust, then yes they should be there. Think matrix, not linear in engagement.
 - Consider whether to put in the website value calculators in the pricing area to help determine the value of the benefits from using the solution compared to the price. The

value calculate is a decision aid – and when the calculator is filled out that can trigger custom emails.

- Consider customized next steps emails for people who have done trials – with recommendations for them.
- Consider how prompts can be put in the product to guide people based on their usage needs.
- Similarly, if people have downloaded a whitepaper, send customized nudging emails with next steps.
- When people download materials, sign up for blogs and newsletters – at that point there are some questions that can be asked about them with the answers being used to takes them on a more specific client journey. This could happen from clicks on the home page.

9. Chapter 9 addresses anchoring bias in further detail. People reference value to what they see first. So, consider how to leverage anchoring in the way products are offered to create the impression of value?

Do you show your product's value against the value of other comparable solutions eg For instance, DNA Behavior's retail cost is \$xx per 100 users with team reports and comparison reports and functionality etc – let alone the ability to customization etc - but you get it for \$yy.

Consider what assumptions people have about this type of service. For instance, DNA Behavior can reference and tell people how its solution takes Myers-Briggs, DISC, Strengths Finder. insights, etc to the next level with a greater level of depth, and then can be used continuously. The mentioned competitor tools like DISC are great for awareness...to start your journey...but DNA Behavior helps people complete that journey with deeper and more specific insights at a higher level of accuracy – and adds the money dimension.

How much do people spend on self-improvement, employee development and client relationships...how much does DNA Behavior help them reduce costs and increase potential growth?

10. Chapter 15 addresses change management. Should you consider a small and easy goal for prospects which if achieved will be transformational, that leads to greater adoption? Even incentivize them with a pricing discount if they meet the goal - eg for instance, DNA Behavior could set the goal based on how many comparison and team reports they create – this reflects more effort taken to manage differences and relationships, which is a key point for using the DNA system. If you reach the goal, then for every 5 team members you get the 6th free...as an example.

Do you consider some kind of points-based loyalty program based on extent of system usage, referrals (aside from our referral agreement), testimonials etc? The loyalty points lead to giving badges, public acknowledgement in social media, offering discounts off programs.

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Additional Reading on Decision-Making

Nudge by Richard Thaler and Cass Sunstein

Noise by Daniel Kahneman, Oliver Sibony and Cass Sunstein

To learn more about DNA Behavior International and the solutions we offer, please visit the following website:

www.dnabehavior.com

If you have any questions or matters you would like to discuss with an executive on our team, please email us at:

dnacare@dnabehavior.com

