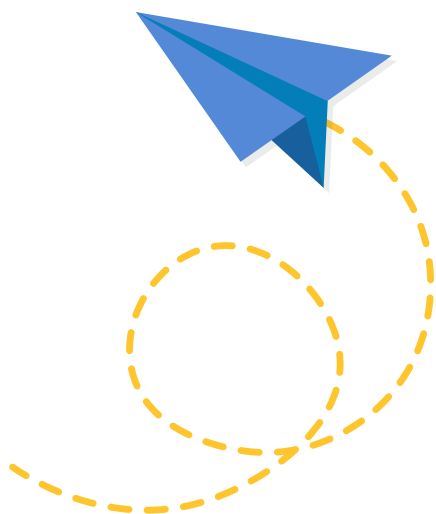


retreva

PROSPECTING'S BEST FRIEND



Retreva Brand Guidelines

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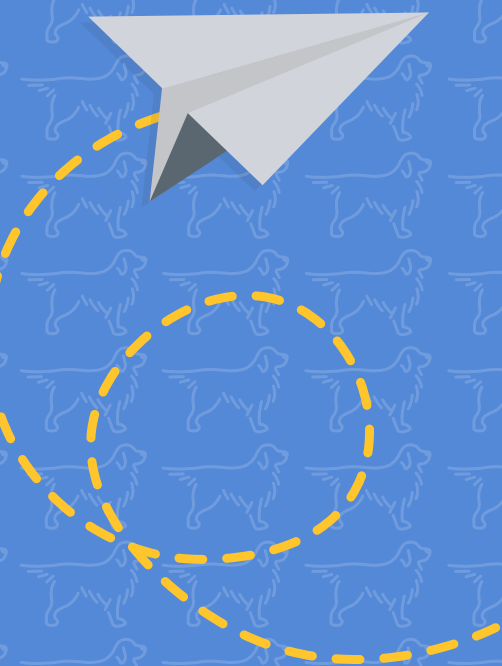


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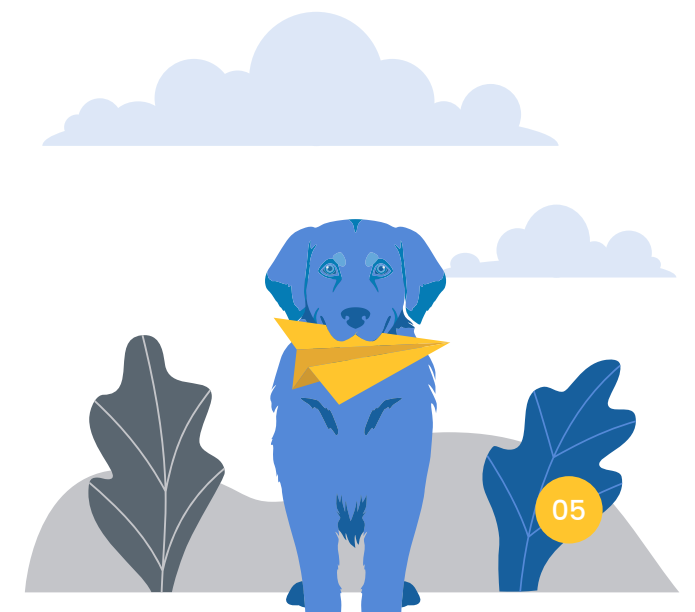
Brand Vision

Our Mission

Our Mission



We exist to help sales
professionals sell more.
**We are prospecting's
best friend.**



Brand Vision

What Makes Us Unique

There is nothing like Retreva in the industry today. We are pioneers in cold emailing. Our sales prospecting software platform is built to empower our customers to spend the least amount of time, money and effort to generate the maximum results. We know that Retreva works because our customers sell more when using our software.

Science and Technology Make The Difference

Most salespeople don't really know how to prospect; they only prospect when they are desperate for sales or don't want to prospect at all. Salespeople and teams usually don't have a set, repeatable prospecting process. They just want to sell.

We combine science and psychology to create the best sales prospecting structure possible; then, we apply a proven process to prospecting to carry salespeople across the proverbial finish line. Our Retreva software eliminates the peaks and valleys of sales prospecting, so there is a consistent stream of messaging that, over time, nets a request for a meeting.

Salespeople are constantly thinking, "how am I going to get into the inbox?" Instead, they need to think, "how am I going to close the deal?" Let us handle getting into the inbox.

What Makes Us Unique

People Power Retreva

After the customer signs up and adds contacts, we have an entire team of people behind us who contact the customer and gather specific information about their industry, prospects, messaging, etc. Then, we custom build the customer's Retreva cold emailing process - including writing content from a psychological perspective, identifying the best time to send messages, and other essential elements to steer the prospect towards "yes." Once we're finished optimizing the customer's Retreva for success, we turn it on. Our AI then monitors responses and moves prospects into designated funnels based on their responses. The prospect is always "active" and receives a psychologically targeted message as they move through the sales funnel. The Retreva customer can literally sit back and wait to get a notification that a prospect wants to meet. Then, it's up to the sales rep to contact that prospect, set up the meeting and close the sale.

We bring the dog to the pond, but it's up to the sales rep to get it to drink or jump in and swim.

Relationships Close the Deal

We live and work by a "customer first" perspective at Retreva. While other companies say they have it, we actually do. Every decision is made with the customer's best interest and goals in mind. We provide a white glove service from sign-up to success so that our customers have everything they need to succeed.

At the end of the day, we know that relationships close deals. And our relationships with our customers are just as meaningful. With Retreva, we do all the heavy lifting - emails, time, messaging, process, managing replies, etc., so salespeople can focus on building the relationships that will win the sale at the end of the day.

Retreva Is Nimble and Agile

For our customers, when they're running a business, their prospecting is within their own four walls. At Retreva, we are watching prospecting from a global perspective and our ability to instantly react to what we see on a broad level to each customer's content strategy. We know how to "Retreva."

Price and Value

Retreva is the most affordable sales prospecting platform on the market. With no contracts and a free trial, our customers have little to no risk of trying Retreva.

Retreva is a virtual inside sales assistant that is powered by real people. Most individual salespeople and teams can't afford to hire an inside sales assistant, and Retreva does it for the customer as part of the low fee we charge.

Minimal Customer Involvement

A successful customer has to do two things: add contacts regularly and schedule the meeting when they get a notification that a prospect is interested. A current, active list is the key to success, and we can help our customers build their lists.

Pioneers in Cold Emailing

Retreva is a pioneer in cold emailing. We've defined a revolutionary process that helps salespeople prospect. Typically, we prospect only when we're pressured or have small blocks of time. There needs to be a defined strategy for prospecting. That's where Retreva comes in. We provide a system that prospects 24/7/365. We have direct insights into the front lines to see how many emails are going out, how prospects are responding, how many meetings are being set and other important data. As a company owner or sales team manager, you would never get to see these numbers. With Retreva, we've made it possible.

Our platform also keeps the ship running behind the scenes. We validate and truncate email aliases to protect the brand and stay off blacklists. Then, we top it off with incredible writing and content.

Brand Vision

Our Beliefs & Core Values

Our Beliefs & Core Values

We live and work by a strong set of terms that define our core beliefs and values.

Transparency
Communication
Partnership
Integrity
Boldness
Honesty
Trust
Accountability
Commitment to Customers
Passion
Fun
Ownership
Constant Improvement
Innovation
Quality
Teamwork
Simplicity

Beliefs

We believe in being indispensable.
We believe in helping salespeople sell more.
We always do the right thing for our clients.



Brand Vision

Our Name

Our Name

Our company name – Retreva – isn't just a happy accident; it's a clever play on "Retriever," inspired by the lovable Golden Retriever dog. Just like these furry friends chasing after a ball, our sales prospecting software eagerly pursues leads with unbridled enthusiasm.

Picture this: prospects are the tennis balls, and Retreva is the trusty canine companion in action. Our software doesn't just stop at chasing leads – it goes the extra mile, just like a dedicated pup, and fetches back valuable opportunities for our clients.



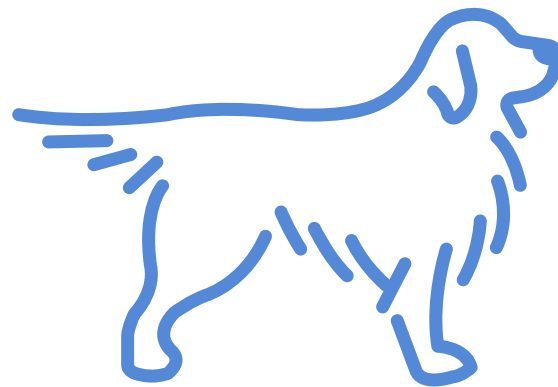
How to Write Our Name

While our logo is designed as retreva, we always spell our name in copy as Retreva.

Brand Signature

Our Logo

Our Logo



retreva
PROSPECTING'S BEST FRIEND

Brand Signature

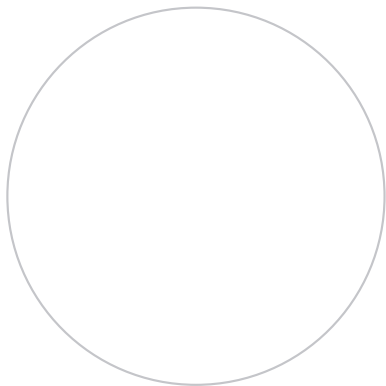
Our Colors

Our Colors

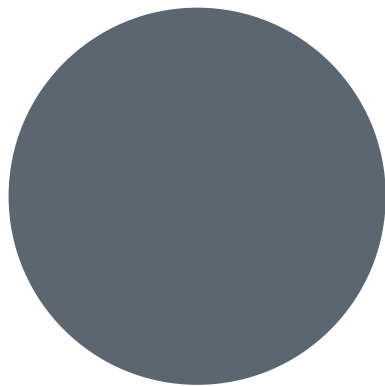
PRIMARY COLORS



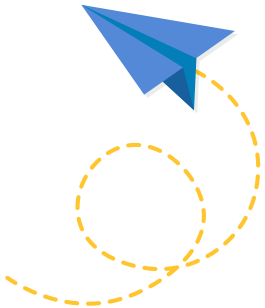
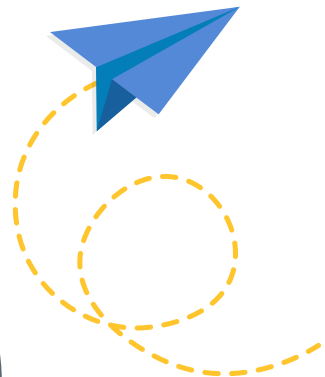
PANTONE	2718 U
HEX	6b86c3
RGB	107 / 134 / 195
CMYK	78 / 37 / 0 / 0



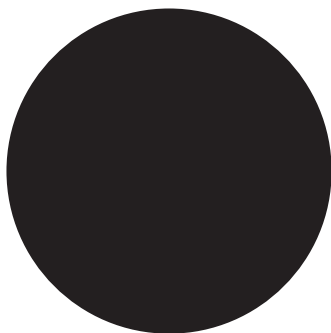
PANTONE	White
HEX	ffffff
RGB	255 / 255 / 255
CMYK	0 / 0 / 0 / 0



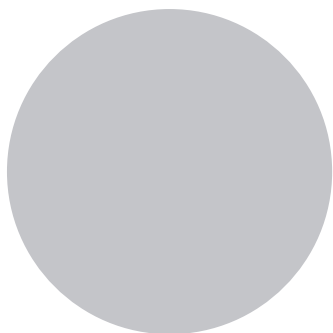
PANTONE	431 C
HEX	5B6770
RGB	91 / 103 / 112
CMYK	64 / 42 / 37 / 23



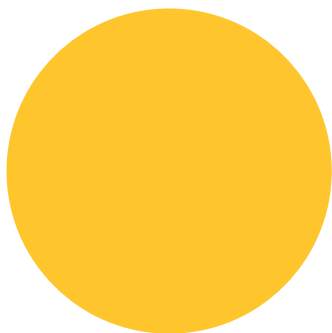
SECONDARY COLORS



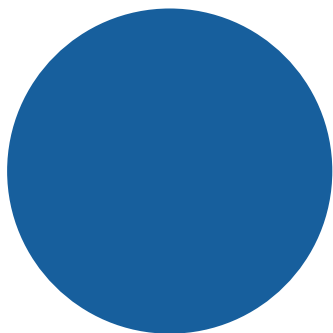
PANTONE	Black
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RGB	0 / 0 / 0
CMYK	0 / 0 / 0 / 100



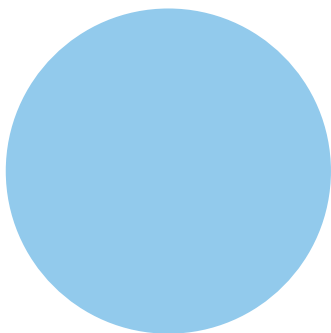
PANTONE	428 C
HEX	c2c5c8
RGB	194 / 197 / 200
CMYK	28 / 17 / 13 / 2



PANTONE	123 C
HEX	ffb600
RGB	255 / 182 / 0
CMYK	1 / 28 / 93 / 0



PANTONE	7684 C
HEX	345d9e
RGB	52 / 931 / 58
CMYK	92 / 52 / 12 / 3



PANTONE	291 C
HEX	98caea
RGB	152 / 202 / 234
CMYK	50 / 8 / 1 / 0

Brand Signature

Our Fonts

Our Fonts

PRIMARY FONTS

Poppins Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*

Poppins Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*

Poppins Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*

Poppins Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*

Poppins Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*

SECONDARY FONTS

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*

Open Sans Italic

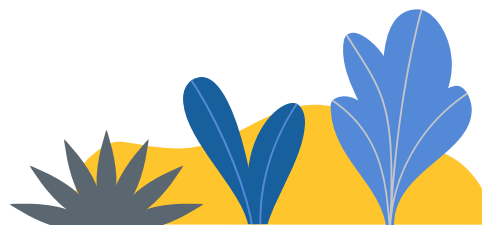
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*

Interstate

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*

Halcom Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*!#?/%\$&*



Logo Do's and Dont's

Logo Do's & Dont's



The logo should always maintain "a" width of whitespace around it. This area should be kept clear of clutter or busy backgrounds from photographs.



The logo should be reproduced in the branded colors, black or white. Never use approximations or other color options when displaying the logo.



Never run a drop shadow behind the logo.



Never condense or expand the logo.



Don't alter the transparency of the logo.



The logo should never run on busy dark backgrounds or in other instances that conflict with its clarity.



Don't reposition, re-size or separate parts of the logo.

Authority



Primal Trigger:

Expertise

Key Words:

Professional
Knowledge
TRUST
Strong
Honorable
Validated
Steady

When our brand stops making our clients' lives easier, we will lose them. Retreva should be easy to find, understand and use. Additionally, the experts at Retreva should be easy to access and communicate with at all times. Ultimately, Retreva clients should have as effortless an experience as possible.

Authority

Prospecting's Best Friend.

Our brand is truly a game-changer for our clients. We change the status quo, create improvement and help salespeople and teams reap the benefits of our platform. Retreva is literally the leader of the sales prospecting pack. In our niche, success is hard for our clients to achieve by themselves, but we make it much easier because we bring expertise, automation, simplicity and trust in the results we generate.

Trust and confidence in our expertise helps clients to feel safe working with us and investing their budgets to achieve the sales goals they need and expect. For our brand, customer trust is paramount. We must build trust and confidence in the results we can generate to “get and keep” customers over the long term.

Our Success Depends on What our Prospects UNDERSTAND about Retreva.

We are the experts in this industry. Retreva is the path-maker to a better sales prospecting process. But, we must ensure our Retreva prospects understand how easy it is to use Retreva, what it does for them (the hidden magic) and its value for the results. Understanding is the key to getting our prospects to convert. If our marketing doesn't explain in simple terms how easy it is to use Retreva, the conversion pipeline will be longer.

Promises Kept Are Key.

Our clients are still learning what Retreva is all about, and they want to trust that we will deliver what we promise. We don't need to overpromise — just deliver what our brand claims to do reliably and conveniently.

Just Do It.

We could give a customer dozens of reasons why Retreva is the best or different. Or, we could just show them how easy it is to sign up, upload contacts and then focus on setting the meeting and closing the sale, while we focus on the rest. It's essential to convey that it isn't just magic - it is good enough to be trustworthy and affordable. For Retreva, the more customers believe we are working hard to make their lives easier, the more business we will gain. And, the more clearly we communicate with our customers every step of the way, the more likely our customers will recommend us to peers, colleagues and prospective partners.



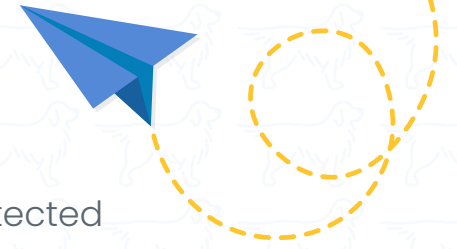
Our Brand Power Words

Our Brand Power Words

Acclaimed
Accomplished
Assurance
Authentic
Authority
Awarded
Backed by
Bankable
Believable
Best
Certainty
Certified
Character
Comprehensive
Confident
Consistently
Constant
Credentialed
Credible
Dependable
Direct

Enduring
Established
Ethical
Excellence
Experienced
Expertise
Forthright
Foundational
Fully-trained
Fundamental
Genuine
Honest
Important
Leading
Masterful
No-nonsense
Powerful
Premier
Professional
Professionalism
Proficient

Protected
Recognized
Relentless
Reputable
Respected
Seasoned
Secure
Steadfast
Straightforward
Strength
Surrounding
Tested
Time-proven
Top
Tough
Trained
Unequaled
Unmatched
Unmistakable
Unrivalled
Unwavering



What Makes Retreva the Ideal Franchise

What Makes Retreva the Ideal Franchise

Retreva Is the Ideal Franchise for Someone Who:

- 🐕 Has a lot of sales experience (10+ years) with a lot of contacts
- 🐕 Wants to own a virtual/beach business
- 🐕 Wants a lower investment
- 🐕 Does not want to carry an inventory
- 🐕 Understands how important contacts and relationships are to increase sales and revenue
- 🐕 Wants to make money from a stress-free investment

Retreva Is:

- 🐕 Recession proof
- 🐕 Recurring subscription model
- 🐕 Virtual
- 🐕 A small monthly payment with a significant payoff



Personas



Personas



FASTSIGNS
Make Your Statement™

Franchisors
of B2B
Services
FastSigns



Todd
The
Individual
Sales Rep



Julie
The
Sales Team
Manager



Matt
The
Retreva
Franchisee

Personas

Franchisors of B2B Services

FastSigns

FASTSIGNS
Make Your Statement™

Franchisors of B2B Services: Fastsigns

Demographics:

B2B Franchisors with 100+ locations are the ideal Retreva customer. This allows us to have a relationship at the corporate level, as well as at the individual franchise level. As a new franchisee comes on board, we then work directly with that business person as well.

Franchisor Relationship:

The relationship differs with every company we work with. But the structure of the relationship stays the same. We work with the corporate entity, as well as the individual franchisees.

How FastSigns Finds Retreva:

Companies like FastSigns are typically brought in by the franchisor with their "blessing". We have to have a good relationship with the franchisor in order to open a line of communication to contact the franchisees. Connecting with the franchisees depends on the franchisor.

We know we need to maintain the relationships with the franchisor and franchisees regardless of how it is set up.

Pain Point & Why They Use Retreva:

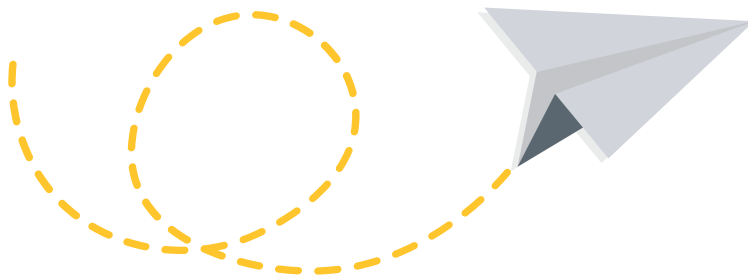
Retreva is valuable because most franchisees don't know how to sell. They buy the franchise but don't know how to get new customers. Typically, franchisees don't have sales experience. They are passionate about their business and what they do, but they don't have a real sales process. They don't know how to sell. They don't really even know how to run a business. We solve the sales problem for the Franchisor. At the end of the day, it's all about revenue. And, we can help with that.

Messaging:

- 🐕 You don't need the big processes to sell.
- 🐕 We can help you drive sales. We bring a process to your sales strategy and to your franchisees.
- 🐕 We give you complete visibility to your franchisees' sales process.
- 🐕 We help you close all of the leads.
- 🐕 We help your franchisees make money.
- 🐕 Because of our efficiencies, Retreva helps, you get the highest payback in revenue from your lowest producers to your highest producers.

Primary Message:

We help your franchisees sell your products. Period.



Personas

Todd The Individual Sales Rep



Todd – The Individual Sales Rep

Todd's mission is to get sales and reach his sales goal. He is completely overloaded and overwhelmed because he is trying to do everything himself – find leads, contact leads, manage their responses, nurture leads, set meetings and close deals.

Career Stage:

Todd is a sales rep who just needs the sales, regardless of his career stage. He could be just starting out and doesn't know much about selling or is a seasoned, accomplished salesperson.

What's important?

Literally, Todd has one job – to get sales.

Pain Point:

Todd doesn't have time to prospect. So, he only does it when he is pressured or when his leads have "dried up". He really hates to prospect because it's the worst part of his entire job.

The Veto Factor:

Todd doesn't really understand how Retreva works. And, even though Retreva is inexpensive, it is still coming out of his own budget, so he may be hesitant.

Why Todd Chose Retreva:

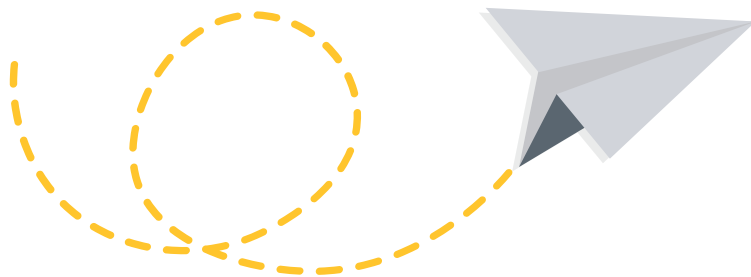
Todd uses Retreva because his colleague told him about it, so he went to the website and decided to try it himself. Todd also used Retreva in his previous sales positions and knows what it can do for him.

Key Messages:

- 🌀 Retreva is as easy to use as Go. Fetch. Retreva. Close.
- 🌀 Not only is Retreva affordable, but it's also risk-free to try it. We offer a free trial and no contracts. Ready to reach your sales goals?
- 🌀 Let us focus on your prospecting so that you can focus on the sale.

Primary Message:

*Retreva will help you sell more.
Period.*



Personas

Julie The Sales Team Manager



Julie – The Sales Team Manager

Julie's mission is to get her entire sales team to reach their sales goals. She is completely overloaded and overwhelmed because she is trying to motivate the team, train, track their progress, and ensure they meet quota.

Career Stage:

Julie has been a salesperson before. She has made her way through the ranks and could be a Sales Manager, director or VP.

What's important?

Julie's entire job is to ensure that her team reaches their sales goals, as their success reflects upon her management abilities.

Pain Point:

Julie doesn't have time to do everything she is supposed to do in her role. And, she is spending so much time trying to monitor her teams' leads, progress, and sales, that she is overwhelmed.

The Veto Factor:

Julie doesn't really understand how Retreva works. And, even though Retreva is inexpensive, she doesn't really get how it can help her team. She is just focused on spending the least she can to get the team to achieve its goals.

Why Julie Chose Retreva:

Julie uses Retreva for her sales team because she used it previously as a sales rep, and she knows what it can do for the team and company.

Key Messages:

- Retreva is as easy to use as Go. Fetch. Retreva. Close.
- Our dashboard will help you view and monitor your entire team's prospects, meetings and closings.
- We act as an inside sales assistant for you and your entire team, at a price that is less than hiring one yourself.
- Not only is Retreva affordable, but it's also risk-free to try it. We offer a free trial and no contracts. Ready to reach your sales goals?

Primary Message:

Retreva will help your team sell more. Period.



Personas

Matt

The Retreva Franchisee



Matt – The Retreva Franchisee

Matt is a financially successful corporate career professional who has extensive sales experience in any industry. He is tired of “working for the man” and wants to be his own business owner, but doesn’t want to start a completely new business from the ground up. He has some disposable income, and Retreva is a better risk-reward opportunity.

Career Stage:

Matt is in the corporate world and has at least 10 years of sales experience. He is in his 50s and has enough financial independence to buy a franchise. Matt is a company senior manager, director, or VP. Matt has a ton of contacts, which is key for Retreva's franchise success.

What's important?

Matt is ready to start the next phase of his business, financial and lifestyle journey.

Pain Point:

Matt is tired of the corporate rat race and wants to own his own business. He wants autonomy but doesn't necessarily know how to start a business from the ground up. He has used Retreva previously in one of his former positions as a sales rep, and he knows how it works.

The Veto Factor:

Matt may just be “looking” right now or may not have the financing he needs to pull the trigger and leave his job.

Why Matt Chose Retreva:

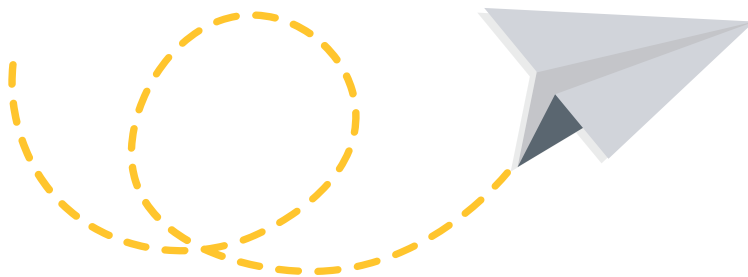
Matt bought a Retreva franchise because he knows how it works and he knows he can sell it. He also likes that Retreva is a mobile rather than a brick-and-mortar business. It was a lower investment for him, so the risk vs. reward was high.

Key Messages:

- 🐕 You can own your own business your way.
- 🐕 Retreva is a virtual/beach business, so you can do it from anywhere in the world.
- 🐕 Retreva is a lower investment than most franchises.
- 🐕 There is no inventory with a Retreva franchise.
- 🐕 Retreva is based on relationship sales. As a salesperson, you understand how important relationships are.
- 🐕 Take your contacts and use them to build your own business.
- 🐕 NOTE: In franchising, we can't talk about how much they will earn.

Primary Message:

A Retreva franchise will help you achieve your lifestyle goals on your terms. Period.





retreva

PROSPECTING'S BEST FRIEND

Created by Yes! Creative Marketing

614-578-2904

Yes@yescreativemarketing.com