



# What You're Offering Your Clients

*Your clients are losing people they can't afford to replace. Clover ERA gives you a retention offering that sells on math, not promises.*

## The Problem You Solve For Your Clients

Your clients track turnover rate. They don't track turnover cost. The gap is typically 4X what they estimate. Clover ERA makes that gap visible and gives their managers tools to close it before people resign.

<b>C Communication</b> Is information flowing both ways? Do people feel heard?	<b>L Learning</b> Are people growing? Do they feel like they're developing?
<b>O Opportunity</b> Can people see a future here? Is there somewhere to go?	<b>V Vulnerability</b> Can people be honest without risk? Is it safe to speak up?
<b>E Enablement</b> Do people have what they need to do their job? Are blockers being removed?	<b>R Reflection</b> Do people feel recognized? Is their contribution visible?

*Each dimension maps to specific neurochemical drivers of retention documented in peer-reviewed research. This is the methodology behind the platform your clients will use.*

## The Rhythm

**Daily:** Client team members answer a short anonymous check-in. Takes under two minutes.

**Bi-weekly:** Client managers receive reports showing what's changed, who's at risk, and what to do.

**Monthly:** Team and department level insights showing patterns across the client organization.

**Quarterly:** Executive reporting showing cost impact and retention ROI.

## How To Position It

This is operational infrastructure, not HR software. Sell to CEOs, CFOs, and COOs. The buyer is the person who owns the P&L, not the person who owns the people survey. The Turnover Intelligence Report is your door opener. A personalized financial exposure analysis for any company, generated in minutes. It shows them the gap between what they think turnover costs and what it actually costs. That report starts the conversation. Clover ERA is what they buy to close the gap.

# The Commercial Opportunity

## Client Pricing

Tier	Teams	People Covered	Monthly	Annual	Savings
Single Team	1	Up to 20	\$295	\$3,540	-
5 Teams	5	Up to 100	\$1,250	\$15,000	15%
10 Teams	10	Up to 200	\$2,100	\$25,200	29%
25 Teams	25	Up to 500	\$4,500	\$54,000	39%
50+ Teams	50+	500+	Custom	Custom	Call

Every tier breaks even for your client at one prevented departure.

## Your Partnership Model

### Referral Partner

You introduce. We handle everything. From the first conversation through onboarding, ongoing management, and support.

**10%** commission for the life of the customer.

No operational load. No client management. You make the introduction, we do the rest.

### Managed Partner

You own the relationship. You run the full customer management process from sale and onboarding through check-ins and ongoing support. Clover ERA is your retention offering, delivered under your client relationship.

**25%** commission for the life of the customer.

## What Lifetime Commission Looks Like

Scenario	Client Size	Annual Revenue	Referral (10%)	Managed (25%)
5 clients	10 teams each	\$126,000	\$12,600/yr	\$31,500/yr
5 clients	25 teams each	\$270,000	\$27,000/yr	\$67,500/yr