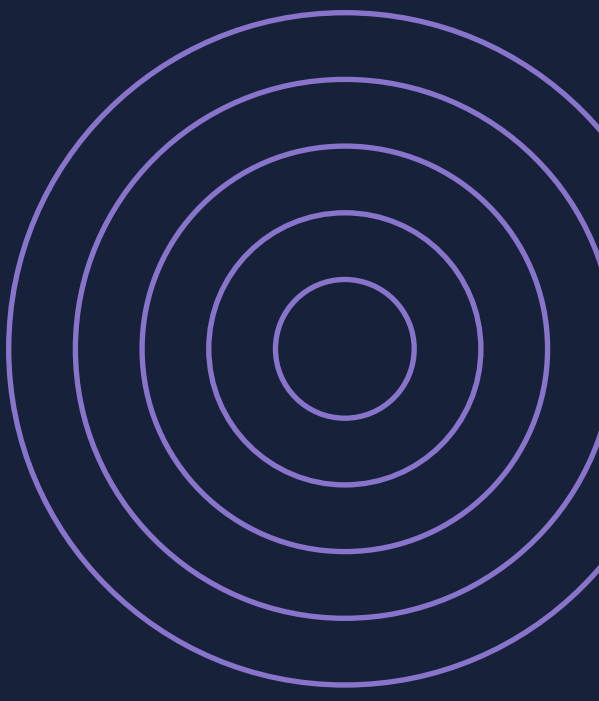
CANDORVOICE

PARTNER MARKETING PLAYBOOK

How to start conversations with business leaders, connect employee feedback to real operating problems, and introduce an ongoing improvement process.

Listen / Spot patterns / Act / Show change / Repeat

For partners, consultants, and B2B outreach teams.
Practical scripts, industry examples, evidence, offers, and guardrails.



SHAREABLE PARTNER RESOURCE • OCTOBER 2026

SECTION 01

The one idea to remember

CandorVoice is not simply an anonymous suggestion box. It helps companies run a repeatable process for learning from employees and acting on what they know.

The opening question

"Your company has a process for managing customers and money. What is your process for turning employee feedback into business improvements?"

What CandorVoice helps a company do

- **Listen:** Employees scan a QR code to share problems or ideas, by name or anonymously if they choose.
- **Spot patterns:** Managers see feedback across locations and recognize repeated problems.
- **Act:** Assign an owner, set a due date, investigate, and take appropriate action.
- **Show change:** Publish what was improved so employees know what happened.
- **Repeat:** Keep listening, tracking, improving, and sharing results.

BETTER WORKPLACES + LESS WASTE + MORE PRODUCTIVE TEAMS = GREATER PROFIT POTENTIAL

The offer and the next step

Offer: A 14-day free trial. The public demo can help buyers see the employee and management experience before starting. For a larger organization, discuss a suitably scoped evaluation; do not promise special terms you cannot authorize.

First outreach goal: Start a relevant conversation. Get permission to explain or show an example. Only then share the demo or the partner tracking link.

The distinction partners must protect

Studies show that employee engagement and employee voice matter. They do not prove that installing CandorVoice causes a specific profit increase. Customer-specific outcomes must be measured, not invented.

SECTION 02

Nine pains decision-makers recognize

Pick ONE problem for a first conversation. Do not throw all nine at the same person. Scores indicate our judgment of message fit - not tested campaign performance.

Business pain	How the buyer says it	CandorVoice angle	Score
1. Missing process	"We manage sales and costs. But how do employee ideas become improvements?"	Make feedback-to-action a recurring management process.	9.6
2. HQ blind spots	"What problems are our locations seeing that HQ does not know?"	Bring multi-site feedback and patterns into one view.	9.5
3. Repeated waste	"How much money are the same avoidable problems costing us?"	Identify recurring issues, act, and measure savings.	9.5
4. No follow-through	"We collect feedback, but who fixes anything?"	Track action owners, deadlines, and visible changes.	9.4
5. Productivity	"How can we improve output without pushing staff harder?"	Use practical employee ideas to remove wasted work.	9.2
6. Safety	"What risks do workers see before a manager does?"	Help staff raise hazards and track corrective action.	9.1
7. Trust / turnover	"Why do people stop speaking up or leave?"	Offer voice, an anonymity option, and visible follow-up.	8.9
8. Quality	"Why do the same errors keep appearing at different sites?"	Compare themes and improve procedures across sites.	8.8
9. Missed ideas	"Are we ignoring better methods workers already know?"	Collect and test frontline suggestions.	8.7

The universal positioning line

Turn employee feedback into continuous business improvement - so employees feel heard and leaders can find opportunities to reduce risk, waste, and cost.

SECTION 03

Seven simple workplace stories

Use these as clearly labeled examples, never as real CandorVoice customer case studies. They illustrate how a report can become an action and a visible change.

Niche	Employee says...	Management action	Business value to test
Factories and manufacturing plants	"A machine guard is damaged."	Ask maintenance to inspect and fix it; tell workers what changed.	Preventive action, less disruption risk
Warehouses and distribution centers	"The loading area is too dark during night shifts."	Review the hazard, improve lighting, and publish the update.	Safer, more reliable operations
Retail stores and supermarket chains	"We need more staff at checkout during busy hours."	Review peak demand and test a better schedule.	Shorter queues, fewer lost sales
Restaurants and food-service chains	"The kitchen floor becomes slippery during shifts."	Review the hazard and improve cleaning or safety procedures.	Fewer disruptions, safer shifts
Hotels and hospitality groups	"Our cleaning equipment often breaks down."	Repair or replace equipment; track repeats across hotels.	Less downtime, faster room turnover
Healthcare clinics and care facilities	"We often run out of basic supplies."	Review ordering, stock levels, and replenishment rules.	Less staff time lost, smoother service
Transport and delivery companies	"Drivers lose time because the delivery process has too many steps."	Review the workflow and test a simpler process.	Less admin time, better delivery capacity

Important: Real hazards require established safety procedures and timely escalation. CandorVoice can support employee feedback and follow-up, but should not be presented as replacing required incident, emergency, or clinical reporting systems.

SECTION 04

Talk like the buyer, not like software

Each niche should have a distinct hook, a concrete operating example, and an outcome worth checking. All offers point to the same 14-day free trial after interest is established.

RESTAURANTS / FRANCHISE GROUPS (9.6/10)
Buyer: CEO, franchise owner, COO

"How much are repeat kitchen problems and food waste costing us across locations?"

Spot recurring stock, equipment, and shift problems; reduce waste and protect margins.
Offer: 14-day free trial

WAREHOUSING / DISTRIBUTION (9.5/10)
Buyer: Operations director, COO

"Why are teams at three sites losing time on the same bottleneck?"

Spot delays, hazards, and inefficient layouts; improve throughput.
Offer: 14-day free trial

RETAIL / SUPERMARKETS (9.4/10)
Buyer: CEO, regional operations

"What checkout and stock problems are our stores not telling HQ?"

See store-level patterns and improve staffing or store procedures.
Offer: 14-day free trial

MANUFACTURING / FACTORIES (9.3/10)
Buyer: Plant manager, COO

"What defects do operators keep seeing before quality reports do?"

Surface repeat issues, test fixes, and reduce avoidable rework.
Offer: 14-day free trial

HOTELS / HOSPITALITY (9.1/10)
Buyer: General manager, COO

"Are repeat housekeeping problems slowing room readiness?"

Track equipment failures and bottlenecks across properties.
Offer: 14-day free trial

CARE / SENIOR LIVING (9.0/10)
Buyer: Administrator, regional director

"Are staff dealing with supply or handover problems that leaders miss?"

Make everyday operational concerns visible and show follow-up.
Offer: 14-day free trial

TRANSPORT / DELIVERY (9.0/10)
Buyer: Fleet manager, operations lead

"How many steps are slowing drivers down every day?"

Collect process ideas from drivers; simplify the work where safe.
Offer: 14-day free trial

FACILITY / CLEANING SERVICES (8.9/10)
Buyer: COO, contract operations

"Why do crews keep losing time to missing supplies or broken equipment?"

Compare issues across client sites and improve reliability.
Offer: 14-day free trial

Scores are relative prioritization estimates. Validate them through qualified replies, trials activated, and paid conversions; care organizations may need extra procurement and privacy review.

SECTION 05

Research explains why it matters

Partners should use independent research as context for the problem - never as performance claims for CandorVoice.

23% higher profitability	**14%** higher production-based productivity	**63%** fewer safety incidents
32% fewer quality defects	**78%** less absenteeism	**21-51%** lower employee turnover*

Source: Gallup Q12 Meta-Analysis, 11th edition (2024): 736 studies, 347 organizations, 53 industries, and 3.35 million employees. These are median differences between top- and bottom-quartile engagement units. The productivity number above is based on production records and evaluations, not sales productivity. *Turnover was 21% lower in high-turnover organizations and 51% lower in low-turnover organizations. [1]

How to say it safely

Independent Gallup research links employee engagement with better business outcomes. CandorVoice helps companies create a repeatable feedback-and-action process. These are not CandorVoice results, and no outcome is guaranteed.

Translate that into a business case

Illustrative example only: At an assumed $2,499/month subscription for 50 locations, the business would need roughly $1.67 in actual additional profit or avoided cost per location per day over 30 days just to cover the fee. This excludes setup, management time, and other costs; it is not a customer result or an ROI guarantee.

Proof to collect during a pilot: the issue, how often it occurs, the baseline cost or time, the manager's action, the before/after outcome, and whether the improvement persisted. Staff time freed is not automatically cash saved.

SECTION 06

Partner outreach: curiosity first

Do not open with a website URL, partner link, a long pitch, or a list of statistics. Begin with one relevant thought in the decision-maker's language.

Subject line style

Hey {{FirstName}}, a thought? | {{FirstName}}, quick question | A thought about your locations | {{FirstName}}, curious

First-touch rules

- Keep it conversational, truthful, and short: ideally 35-75 words, never above 80 for the first contact.
- Use a genuine reason for contacting that company. Do not invent a problem or claim to know its internal data.
- Ask ONE easy-to-answer question. The first call to action is a reply, not a click.
- No URL in the first exploratory message. If they show interest, explain CandorVoice and offer the demo or trial link.
- Not including a URL is a copy test, not a guarantee of inbox placement. Sender reputation, recipient relevance, authentication, law, and opt-outs still matter.

General first-touch email: missing process

Subject: Hey {{FirstName}}, a thought?

Hi {{FirstName}},

Your company probably has a process for managing customers and costs.

I was curious - how do ideas and problems your frontline staff notice turn into actual improvements across locations?

Is that something your team already has a clear process for?

Best,
{{SenderName}}

Another simple angle: "How does your team spot the same small problem appearing at several sites before it becomes expensive?"

SECTION 07

Seven niche-specific first messages

Each example is a short, link-free opening. Personalize the company context and use a real name. The stated issues are common scenarios, not claims about the recipient.

FACTORIES

Subject: Hey {{FirstName}}, a thought?

Hi {{FirstName}},

Do your operators have an easy way to flag recurring defects or equipment risks - and see what gets fixed? I'm curious how those issues reach plant leadership today.

Best,
{{SenderName}}

WAREHOUSES

Subject: Hey {{FirstName}}, a thought?

Hi {{FirstName}},

When a worker notices a loading-area hazard or a process that slows picking, how does that reach the right person across your facilities?

Best,
{{SenderName}}

RETAIL

Subject: Hey {{FirstName}}, a thought?

Hi {{FirstName}},

How does your team hear about repeated checkout delays or stock problems across stores - before the same issue affects more locations?

Best,
{{SenderName}}

RESTAURANTS

Subject: Hey {{FirstName}}, a thought?

Hi {{FirstName}},

I was wondering how your team finds repeat kitchen problems - like food waste or slippery work areas - across multiple restaurants.

Best,
{{SenderName}}

HOTELS

Subject: Hey {{FirstName}}, a thought?

Hi {{FirstName}},

When housekeeping teams notice equipment breakdowns or slow room-turnover steps, how do those issues get shared with regional management?

Best,
{{SenderName}}

CARE FACILITIES

Subject: Hey {{FirstName}}, a thought?

Hi {{FirstName}},

How do your care teams raise day-to-day supply or handover problems and know someone has acted on them?

Best,
{{SenderName}}

TRANSPORT

Subject: Hey {{FirstName}}, a thought?

Hi {{FirstName}},

Do your drivers have a simple way to suggest changes when a delivery step is wasting time across routes?

Best,
{{SenderName}}

SECTION 08

From a curious reply to a free trial

Do not send repeated unsolicited pitches. Respect a buyer's answer. The path below applies when contact is lawful and welcomed.

Stage	What the partner does	Healthy signal
1. First touch	Ask about a real operational pain. No link; no fabricated familiarity.	Relevant reply or objection
2. If interested	Explain CandorVoice in one or two sentences; ask permission to share a demo.	Buyer opts to learn more
3. Send the demo	Share the approved, trackable partner link or current demo URL. Clearly identify CandorVoice.	Demo viewed / questions
4. Trial	Offer a 14-day free trial, with help activating a relevant use case.	Activated staff feedback loop
5. Prove value	Show one reported problem, assigned action, completed fix, and visible update.	Documented improvement
6. Decide	Review outcomes, stakeholders, support needs, and fit for a paid plan.	Paid or closed-lost

If the prospect replies: 'Tell me more'

Hi {{FirstName}},

CandorVoice helps employees share problems and ideas, including anonymously if they choose. Managers can see patterns across locations, assign actions, and show employees what changed.

There is a sample demo and a 14-day free trial. Would you prefer the demo first, or a short explanation of how it could work for your locations?

Best,
{{SenderName}}

Once the buyer requests the material, share the partner-approved demo or trial URL with proper tracking. Check that its destination and trial terms are current. No commission terms are assumed in this guide.

SECTION 09

Answer objections without overpromising

One thoughtful sentence is often better than a five-paragraph reply.

Buyer says	Partner can say
We already have HR, managers, and email.	Great. The question is whether reports consistently become assigned actions and visible changes - especially across locations.
Why would employees actually use it?	A QR code makes sharing simple, with an anonymity option. Trust still depends on managers responding and showing what changed.
We already run annual surveys.	Surveys help measure sentiment. CandorVoice can support ongoing, issue-by-issue feedback and follow-through between surveys.
Isn't it just a suggestion box?	The useful part is the management loop: spot themes, assign an owner, act, publish the update, and repeat.
Will this make us 23% more profitable?	No such promise. Gallup studied engagement and business outcomes; CandorVoice's value has to be tested in your own operations.
How do we know it pays for itself?	Choose one measurable problem - repeated downtime, rework, waste, or delay - and compare verified before-and-after numbers.
Is it anonymous and confidential?	Employees can choose anonymous submission. Explain actual privacy safeguards accurately; never promise impossible absolute anonymity.

Handle safety and healthcare carefully

Immediate dangers need the organization's emergency and formal safety procedures. Healthcare settings must prevent unnecessary patient-identifying information from entering a general employee feedback channel. Privacy, procurement, and clinical requirements should be reviewed before a rollout.

SECTION 10

What partners should actually do

A small number of relevant conversations beats a large number of generic messages. The goal is qualified interest and active trials - not likes, clicks, or sent-email volume.

Channel	Practical approach	Priority
Warm professional network	Ask existing business contacts about their feedback-to-action process. Request introductions only when welcome.	High
Founder / expert LinkedIn	Share an operational problem, a simple example, or a credible study. Invite discussion without aggressive links.	High
Industry-specific outreach	Research real decision-makers. Personalize one issue and ask one brief question.	High
HR / operations consultants	Connect feedback follow-through to continuous improvement after a consulting engagement.	High
Google search / buying intent	Use approved, targeted landing pages and measure activated trials, not clicks.	Medium
Broad paid social	Test one pain-led concept against research-led awareness creative; scale only if qualified pipeline appears.	Test only

90-day partner test

DAYS 1-30 / LEARN
Choose 1-2 niches. Research 30-50 relevant companies. Test two subject lines and two pains. Record objections and replies.

DAYS 31-60 / PROVE
Focus on receptive buyers. Help them see the demo, activate a trial, and close one feedback-to-action loop.

DAYS 61-90 / IMPROVE
Review qualified conversations, activated trials, paid customers, and retention. Double down on what actually converts.

SUCCESS MEASURE
Track helpful conversations and documented customer value - not open rates, spam-prone sending volume, or vanity engagement.

SECTION 11

Trust, compliance, and proof

Partners represent the CandorVoice brand. Be accurate, relevant, transparent, and respectful of recipients.

- Do not claim that CandorVoice produces Gallup's 23% profitability or other observed engagement differences.
- Do not invent customers, case studies, incidents, ROI, endorsements, partnerships, or access to internal company problems.
- No guaranteed inbox placement from removing links. Follow sender authentication, provider policies, opt-out obligations, and applicable privacy rules.
- US B2B commercial email is still covered by CAN-SPAM. EU/UK outreach requires additional jurisdiction-specific assessment.
- Use only approved promotional destinations and referral tracking. Do not promise partner commissions, pricing exceptions, or custom pilots without authorization.
- Stop outreach when requested. Be careful with medical, personnel, safety, and other sensitive data.

Research and guidance: direct sources

[1] Gallup Q12 Meta-Analysis, 11th edition (2024).
https://www.gallup.com/workplace/321725/employee-engagement.aspx

[2] Gallup, Employee Engagement Strategies for 2026.
https://www.gallup.com/file/workplace/704108/Employee%20Engagement%20Strategies%20for%202026.pdf

[3] OSHA, Worker Participation in Safety Management (guidance).
https://www.osha.gov/safety-management/worker-participation

[4] CIPD, Employee Voice Channels Guide (2025).
https://www.cipd.org/en/knowledge/guides/employee-voice-channels-guide-for-people-professionals/

[5] AHRQ, What Is Patient Safety Culture?
https://www.ahrq.gov/sops/about/patient-safety-culture.html

[6] FTC, CAN-SPAM Act: A Compliance Guide for Business.
https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business

[7] Google, Email Sender Guidelines.
https://support.google.com/a/answer/81126?hl=en

The final positioning

A company should manage employee feedback with the same seriousness as customers, costs, and operations. CandorVoice helps make listening, acting, and showing change a repeatable process - with the goal of better workplaces and stronger businesses.