



**ONEMATA**

## **TAG LINE**

*Divining Motivated Prospects™*

## **VISION**

***At Onemata we are working to make the unknown known, so our customers can get their cherished products and services into the hands of those who need and want their offerings.***

We accomplish this through leveraging our technology, which allows us to discover the universe of like-minded prospects for each of our customers. Then our technology cascades through both public and private data sources to enrich research data on those prospects, up to and including key decision makers and their verified contact information.

By having qualified and motivated prospects you and your staff can begin selling closer-to-the-close – making the hard process of selling a little bit easier.

## **PURPOSE**

We aspire to be the tool to Divine Motivated Prospects for the independent business owners across the USA to help them achieve their growth aspirations, ultimately strengthening economic prosperity for local communities.



**ONEMATA**

## VALUES

**Christopher** – At Onemata we take risks, we are explorers. In the unknown lie learning, outside of our comfort zone we discover our strengths. In trying, we sometimes succeed and sometimes fail – we embrace failure for the deep learning and the resiliency it imparts. On the other side of current understanding lie new discoveries, new technology, new opportunities and great excitement. At the heart of being an explorer is *action bias* – seeing what needs to be done and doing it.

**Bradspeak** – What is being said you can trust. You might not always like what is being said but it will be direct, clear and honest; commitments made will be held. Bradspeak is also about exploring that grey area that is uncomfortable to speak about, addressing issues directly and giving candid, honest assessments of what we think and feel. Last, Bradspeak is about providing dimensionality and balance in our conversations, exploring both the good and the bad.

**Higgins 'em** – Love your customer and their problem – no matter what they need, if it relates to our purpose or is part of our responsibility to them, find a way to say yes! Before we say we don't or we can't, we say, "Let me find out what we can do," then we find a way to meet their needs.

**Heimlich Maneuver** – When meeting people, be Curious, get to know them – their aspirations, fears, joys. Make true Connections with people; learn from them and stay Committed to those connections over the long haul.

**The Dalai Lama** – We choose to be inherently positive and optimistic, to cultivate thankfulness for each other, our customers, our challenges, ourselves and our doubters. To make those choices in life that keep us fit, active, having fun and engaged. We make the choice to pump sunshine for ourselves and each other.