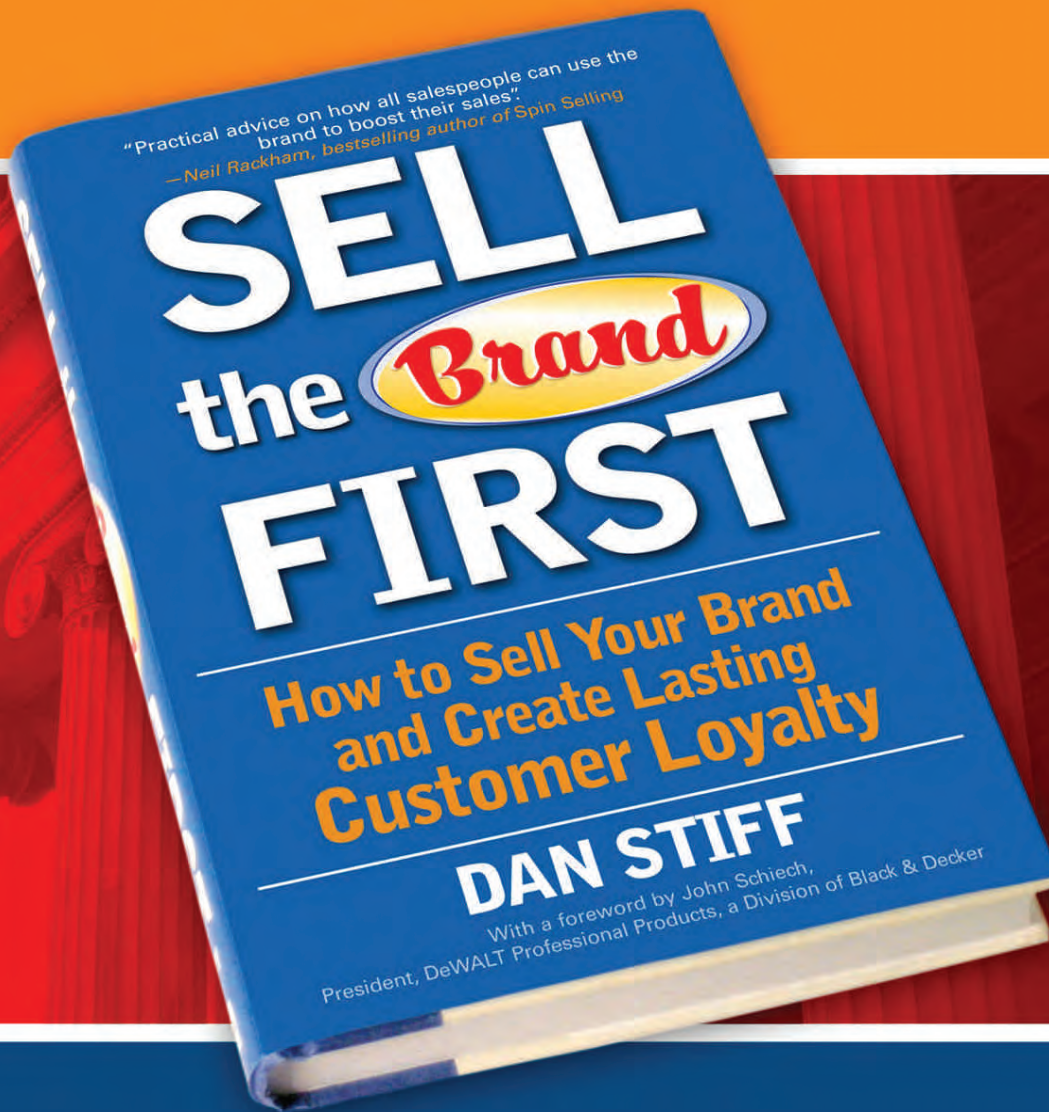




LEADERSHIP  
PERFORMANCE  
DEVELOPMENT, INC.



You've Spent a Fortune Crafting Your Brand...

- Are your salespeople using it?
- Do your people treat the Brand as an asset?
- Does your company leverage the Brand as a powerful selling tool when interacting with customers?

# Speaking Your Brand Language

***How can you create a common language and intentionally talk about the Brand during customer interactions?***

When leveraged well, Brand is a powerful tool that can be used by Sales to boost your company's performance and profits.

How can your sales and marketing professionals begin speaking brand language? Start by becoming a student of your Brand. Learn from your customers how they perceive the Brand and what words they would attach to it. Your end users and buyers are closest to the

products and services and have a keen sense of what the Brand means to them.

Here are some ways your sales force will help customers migrate to your Brand using Brand language

**T = Testimonials.** Collect satisfied customer statements about your Brand and bring them alive when selling.

**I = Investigation.** Gather good evidence from customers about their buying and business motives by asking Brand questions that go right to the heart of what differentiates your Brand.

**M = Motive.** Find out the key reasons people buy from you in general, and more specifically, why they buy your Brand.

**E = Educate.** Make the customer knowledgeable about your Brand, why it exists in the marketplace, what it stands for, and how most buyers experience it.

***Tell a brand story that is rich and has history, using Brand language that is emotional, evocative, and compelling!***



***Your brand is like the wind. You can't see it, but you can feel it, so you know it exists. Is your brand a whisper or gust?***

# Identifying Your Brand Pillars

## ***How does your sales team differentiate you and your Brand from the competition?***

In short, by unveiling your Brand Pillars. Your Brand Pillars represent strategic choices and investments the company has made over its history to provide better products or services to its key customer base.

They are usually aspects of the company's operations, approach to the marketplace, or business model, yet they have a distinct customer focus.

They are not generally created in the boardroom, but originate on the lips of the customer.

### ***Brand Pillars:***

- Differentiate your brand
- Are impenetrable by the competition
- Are valued and endorsed by customers
- Are proven over time
- Are seen as part of the fabric of your company



### **BRAND PILLARS EXAMPLES**



### ***Bring your brand alive and differentiate yourself from the competition by:***

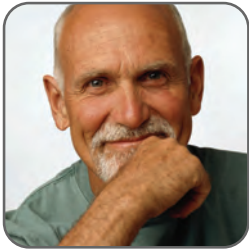
- Taking credit for what you do well as a company
- Identifying and using your Brand Pillars
- Intentionally equipping your salespeople to talk about it



***You can change the customer's perception of the company by how well you represent the brand.***

# Telling Your Brand Story

***How will the sales and marketing team understand and communicate the power of your Brand Story?***



**Talk about your Brand first.** Brand should be at the forefront of all crucial conversations.

Identify the success stories of your Brand in the marketplace, and make those stories part of your company's selling arsenal.

Your Brand Story is built upon a foundational cornerstone—one over-riding factor that threads through the Pillars, and is an on-going commitment that defines your company, its strategy and future. In short, it is your bedrock.

Your Brand is made up of the collective experiences of the customers who engage it and the people who represent it every day

By articulating and living your Brand story everyday, you will convey your company's impenetrable advantages, engage the customer, and differentiate your products or services from those of competitors.

Your Brand story will not only leverage your presence in the marketplace, but it will become the one great differentiator for your company.

If your product or service is king, then your Brand is the crown jewel of your company.

A great Brand story in your hands will give you more focus in your profession, boost performance at work, and improve your customer relationships!



***Everyone has a Brand Story. The question is...  
Who is telling it? You, or the Competition?***



# Creating Your Brand Culture

***How would implementing these ideas develop Brand Ambassadors and make a long-term impact on your culture?***

## ***The B.R.A.N.D.E.D. Culture:***

Brand Ambassadors are an outgrowth of building a Branded Culture. They are passionate about their Brand. They believe it in their heads, feel it in their hearts and talk about it to their customers.



***Buy-in starts at the top.*** Senior executives can launch the Brand in their company by cheerleading, overseeing, endorsing, and blessing it.

***Relationship between Sales and Marketing.*** The Brand is now the baton in the race for market share. Allow it to be “co-owned.”

***Ambassadors within the Culture.*** These are the people who live and breathe the Brand’s message everyday in the marketplace. They touch the customer and represent the company.

***No-nonsense approach.*** The Brand and its impact on customers must be approached in a no-nonsense way with product and services launches, and marketing campaigns.

***Determination to include the customer.*** The voice of the customer should always be present to ensure co-ownership of the Brand.

***Equity: Brand as the hidden asset.*** The Brand is an intangible asset that needs to be “unveiled” to the customer.

***Downhill Selling.*** When the Brand is discussed first, the other steps in the sales process are better understood and very natural...like water flowing downhill!

***The competition can’t duplicate your People and the Power of your Brand!***

***“...the more you think about the brand, the more you realize it’s about the culture. Your people represent your Brand every day in every customer interaction. Your people are your Brand.”***

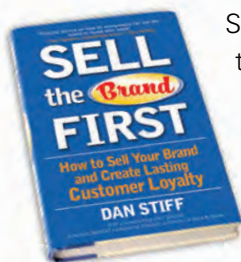
*Dan Komnenovich  
President and COO–Aviall Services Inc. (Division of Boeing)*

***“We can no longer afford to be one-dimensional sellers – selling on Products, Relationships or Performance alone – without consideration of the Brand.”***

*Tracy Bilbrough  
President and CEO – Generation Brands*

## About the Author

***Dan Stiff is a dynamic presenter who is passionate about helping sales professionals and corporate executives unleash the power of their brands.***



Stiff develops, conducts, and certifies training programs for executives, leaders, experienced sales professionals, and college graduates across the United States, and in Singapore, Europe, and Australia.

Dan has held positions in Leadership, Sales, Marketing and Training at NCR Corporation, Black & Decker, and DeWALT. He started his company LPD Inc. in 1999.

Stiff is a leading sales trainer, manager, and negotiator, a sought-after corporate speaker. His company specializes

in showing organizations how to leverage their brand strength and sell in the modern business climate.

Clients include Baldwin, Home Depot/Expo, Aviall (division of Boeing), Beretta USA, D & D Technologies, Franke, Freud, Purdy, Sherwin Williams, Juno Lighting Group (division of Square D), Lycoming (division of Textron), Spirit Aerosystems and Delta Faucets.



How would a Sell the Brand First approach help you in the marketplace?

Contact us to:

1.

Identify your Brand Pillars and differentiate your company.

2.

Train your sales force with customized workshops.

3.

Learn how to sell your Brand in a B2C or B2B setting.

**For more information on Sell the Brand First solutions and to meet our team:  
Visit [www.sellthebrandfirst.com](http://www.sellthebrandfirst.com), email [dstiff@lpdinc.com](mailto:dstiff@lpdinc.com) or call 410.592.3876**