

Presentation Outline: Power Branding

Format: 60 minute interactive PowerPoint presentation, followed by 30 minutes of participant Q&A

Content to be covered: We've all heard the counsel that a brand is more than a name, logo or slogan. But, how do you translate and manage your brand so that all parts of the organization are delivering what your brand promises? When all employees know, understand and live the brand, customers will be attracted to your brand because of what it stands for and what it delivers, not merely because it has a familiar name, catchy logo, or clever slogan.

This interactive presentation is filled with real-world examples that underscore and emphasize important aspects many organizations often overlook concerning their brands, but which can pay huge dividends once understood and properly applied.

Our three main brand tips:

➤ **Keep your Brand Relevant—What's your Brand Promise**

Most customers don't purchase merely a "product" or "service." They buy trust, quality, reputation and relevance. Successful brands understand their customers' needs and maintain relevance – expressed as a promise.

We'll lead exercises and provide hand-outs that help participants identify their brand's most compelling promise(s)—targeting the right customers with the right promise in the right way. We'll reveal an approach to creating a brand positioning platform that can begin to involve all parts of the organization in the creation of actions consistent with the brand.

➤ **Develop a Unique and Compelling Point of Difference**

Unless your brand is comparably different, you're becoming a commodity. Uniqueness can generate higher prices and greater loyalty. Strong brands don't attempt to be everything to everyone.

We will provide a template that participants can use to articulate their brand's promise, identify its most compelling attributes, determine the brand's personality, and create a brand position that beats competitors day-in and day-out to reduce the impulse to cut prices.

➤ **Consistently Deliver your Brand Promise Across all Touchpoints**

Great customer experiences are the result of intentional, coordinated internal action. All employees and organization departments contribute to deliver the promise at every customer encounter. Extraordinary customer experiences create brand evangelists who rave about their experiences to others.

We will provide a tool that allows participants to identify the most important customer touchpoints where the brand has a big impact in delivering its promise, an important step in gaining alignment among all employees throughout the organization.

It is our intent that participants walk away from this session with the knowledge and tools they can begin to apply immediately in their respective businesses to unleash the brand's untapped power. They will recognize they can use their brands to create preference and attract new customers, generate more loyal existing customers, turn customers into brand evangelists who promote the brand to others, and gain alignment within the organization to successfully deliver the brand promise. They can do all that without spending enormous sums of money—by focusing on engaging in smart actions and employing a disciplined approach to leveraging the brand.