

Company Brand

Coaching Questions

“What is your business’ brand?”

Topic Introduction

A business’ brand can make selling that much easier. It is easier to sell for an established brand, as you already have credibility and are more likely to move from introducing yourself to a meeting. Understand more about your existing brand.

Discussion Questions

- Can you describe your business in a few words? List 10 words that you would say describe your business.
- What do your customers think about your business? What words would they use?
- If you have employees, how would they describe the business? The same way as you did?
- How strong is your company’s brand? How could this be made stronger?
- What are some benefits to the sales team of having a strong brand?

Key Learning

Having a positive and well-known brand will help increase your sales conversion rates, reduce the length of your sales cycle, and make selling easier.

“Why do you think that you are a good fit with this business brand?”

Topic Introduction

Your business’ brand only works if it is consistent with how you interact with prospects and if it is aligned with your own core values.

Discussion Questions

- What is the core values of your business and yourself that overlap?
- How is your personality infused into your brand?

Key Learning

As the owner of the business, you have to make sure that your business brand is a natural fit.

“What are some day to day activities that you perform to support this brand?”

Topic Introduction

Your brand develops by consistently communicating your brand to your employees, customers, and general public. You need to make sure that you have the right behaviour infused throughout your business and at every customer interaction.

Discussion Questions

- Marketing and sales integration and how they both support the same brand message
- How might you begin to behave differently or interact differently to portray the correct brand image?
- How do you have to adapt your training for your employees to ensure that a consistent brand image is being created?
- How might you hire people differently, manage people different, measure performance differently?
- Describe how your business could perform additional services or create products to further enhance the brand

Key Learning

Making sure that your brand image is consistent in each of your interactions will help increase the power of your brand.

Examples

Real Life Example: Power Of A Strong Brand #1

“Transportation is considered a commodity. However, approaching a customer saying that I was from Canadian Pacific Railway made a difference. This proved that a brand can be a competitive advantage, and in an industry that is considered to be all the same, this is even more important.”

Real Life Example: Power Of A Strong Brand #2

“Nobody has ever been fired for hiring IBM”. This is a famous example of how brand lends credibility and helps to reduce risk for someone who is buying.

Mini Case Study

Stuart is looking at growing his business and wants to know how to establish a brand without spending a fortune.

STUART: “I’m worried that I’m going to have to take a huge leap and start buying television spots or radio ads. How else can I create a brand?”

COACH: “Wait a minute! There are lots of different ways to build your brand image, but the most important thing is to make sure that you are consistent in all areas of your business. If you have a bad brand image in your accounting department, it doesn’t matter how good your customer service is as your customers will be disappointed or confused later on. In fact, it doesn’t matter how good your television ad is if you don’t have your brand established within your business.”

STUART: “I never thought about it that way. I’m not sure if that will work for my business.”

COACH: “Think about a restaurant that you went to where you might love the owner of the business, the hostess is great, and the chef is spectacular. But if the waiter isn’t very good, what do you think about the business as a whole?”

STUART: “I probably wouldn’t go back. Or I’d ask for a different waiter.”

COACH: “Or you’d order takeout. Whatever you do, the brand image of the restaurant owner would be ruined.”

STUART: “Okay. So how do I apply this to my business as a printing house. We’re not as hands on as a restaurant.”

COACH: “Not in the same way. Your customer interactions are just different. For the restaurant you’d have the hostess seat you, the chef prepare your meal, and the waiter serve you. In a print house you have meeting a customer and understanding their needs, placing the order or doing some graphic design, completing the print job, getting the job done on time, and invoicing them or collecting. There are just as many customer interactions, and maybe even more people involved. This can be even more complicated and important than a restaurant.”

STUART: “So my graphic designer is part of my brand?”

COACH: “Right. So make sure that he portrays the brand image you want to give. Is he optimistic? Helpful? Friendly? Funny? Let’s go back to the top words you’d like customers to say about you and figure out how to infuse this into each of your customer interactions.”

Stuart ended up creating his ideal brand image, communicating this with his staff, updating his staff training, and made sure that his invoices were colourful and friendly. All customer interactions were made to be positive.