

TOP 5 WAYS TO LEVERAGE YOUR COMPANY'S BRAND AS A SALES ACCELERATOR

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The business-to-business marketplace is more crowded than ever before. In this age of hyper-competition, buyers are overwhelmed and often times have trouble differentiating one player from another. So when you come to the sales table, what helps you stand out from the pack?

Organizations with a strong track record for sales success believe in the power of brand, and how it can bring accelerated sales results. These organizations flex their brand by allowing buyers to see how they are different from competitors, articulating what unique value they offer, and providing prospects a window into what the experience of working with them would be like.

Companies looking to shorten their sales cycles and get to “yes” faster can take control of their brand by following a few basic principles:

ONE UNDERSTAND THE EVOLVING NEEDS OF PROSPECTS

- a. Has the economy changed prospects' priorities? If so, be sure your company adjusts its approach to align with shifting needs.
- b. Avoid “navel-gazing” - don't be overly enamored in what your company does or what you've built. Focus on what their prospective clients care about and how you can help them.

TWO SHORTEN THE SALES CYCLE AND SPEND YOUR SALES TEAM'S TIME WISELY

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**THREE
ENSURE YOUR
COMPANY'S BRAND
ARRIVES BEFORE
THE SALES MEETING**

- a.** A known brand will always get the meeting or the RFP before an unknown brand.
- b.** Creating awareness will drive greater demand - prospects will seek you out on an on-going basis.
- c.** Being familiar to prospects saves time and enables a more targeted discussion about how the company can meet their needs. It acts as a margin protector enabling discussions to revolve around the core needs of the deal, not just the price.

**FOUR
ARTICULATE
WHAT MAKES
THE BUSINESS
DIFFERENT FROM
THE COMPETITION**

- a.** Know what makes your company different/better than their archivals - sales people should have a command of this knowledge and be ready with compelling counterpoint arguments.
- b.** Arm your team with "sales battlecards" - they outline competitive information and detail audience needs by role so sales teams are prepared for questions about other approaches or offerings and can address how they are a better fit.
- c.** Be aware if marketing is saying one thing and sales is saying another, the brand is broken and this will manifest itself as internal and/or external confusion. Getting everyone aligned ensures greater efficiencies and impact from the start.

**FIVE
IMAGE MATTERS,
THE FIRST TIME
AND EVERY TIME**

- a.** How a brand communicates online and offline is vital to how it's perceived. Having a professional, compelling, and insightful brand presence reflects well on the leadership team and business in general.
- b.** How prospects experience the first, second, and third interactions with your company will play a major role in being invited to and winning deals. Create the impression of market leadership from the get go - because perception is reality.
- c.** Engage your employees to be brand stewards and messengers. Ensure everyone can speak clearly about what the business does, the problems you solve, and what makes you different. Internal communications should be a priority, as you never know where the next opportunity may come from.