

# THE BRAND IN PRACTICE PROGRAM

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## Contact Us

For more information on how Reliance Aerotech can deliver a Brand in Practice program for your sales and customer service teams, please contact:

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## The Brand in Practice

Sales and customer service teams are the front line people communicating your brand to your customers. But do they even know what your brand is? What have you done to ensure your brand messaging is consistent at every customer touchpoint? How do they translate your brand into market and account segmentation? Are they truly brand ambassadors for your organization?

The Brand in Practice program provides specific training to enable your sales and customer service teams to operationalize your brand, ensuring you are maximizing return on your sales & marketing investment.

### Understanding "Brand" >

A 2002 survey by Tom Peters Co. showed that 51% of employees do not even know what a brand is. And only 15% said they understand their company's brand promise. The Brand in Practice works with sales and customer service personnel so they understand what makes a brand, what your company brand is, and their role in building the brand.

### Brand Messaging at Customer Touchpoints >

The Brand in Practice helps sales and customer service personnel understand their customer touchpoints and how they communicate the brand through each and every customer interaction.

### Market Segment Targeting >

We work with sales and customer service teams to help them use their brand knowledge to segment their markets. A focused market strategy means more time in front of customers with a greater propensity to purchase your product or service.

### Strategic Selling >

Time is the most precious commodity a sales person has. We work with the sales team to develop a strategic selling matrix to analyze accounts based on your brand and facilitate action planning on how sales and customer service teams can work together to maximize sales results.

### Brand Ambassadors >

In the end, we provide the knowledge that sales and customer service teams need to be brand ambassadors. Is it important? A study by Brand Keys showed that a 5% increase in customer loyalty could increase customer profits by over 95% over the lifetime of that customer. And a 2% increase in customer loyalty is the same as a 10% decrease in costs. We encourage you to begin your brand leadership program today.

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