

What Makes Your Company Different?

Positioning and messaging to build your brand and increase business



Transforming businesses from good to great.

- ✓ **Do your customers**, employees and industry peers have difficulty understanding the value your company offers?
- ✓ **Do you struggle** to explain what your company does and why you are better than the competition?
- ✓ **Are you losing business** to private label brands?

If so, you need to do some brand building. **Understanding the value you offer** and **how to talk about yourself** in a way that resonates with potential customers is the backbone of branding. **Building your brand** and **creating trusted relationships** with customers and employees **allows you to save money** and **increase revenues**.

The following four steps will start you down the road to positioning your brand and talking about your unique value.

1. **Stand for something or you will fall for everything.** The first step is to **identify what makes you unique**. How do you do that? Ask! One of the first things you should do is to look at yourself from a new perspective – your employees. **Talk to a variety of people in your organization** to determine what value you offer. Talk to the executive team down to the front-line employees. Make sure you ask sales and customer service people what they hear from their customer interactions.
2. **If you don't define yourself, someone else will.** People have a need to slot companies into concise compartments of their brain in order to recall the information. **If you don't tell people how to think about you, they will make it up.** Keep in mind that you have a brand, but you don't own it. Your brand resides in the minds of your constituents – customers, employees, investors, suppliers and community.

To find out how others see you, **select a sample** from the variety of audiences who interact with your organization **and ask them what you stand for**. Ask customers why they buy from you or ask employees why they work for you. A tip – **focus on the positives**. Find out what your company does well. That way, you can try to replicate those successful moments more often.

3. **Look for patterns and holes.** It is time to compare the internal with the external viewpoints. You should start to see patterns developing or ideas being repeated. **The more repetition of an idea, the stronger the brand attribute.** But also look for disconnects. Do your employees think you excel at customer service, but your customers never mention it? The more disconnects, the more you will need to invest in brand building and changing people's perceptions. By sifting through the information you have collected, you should be able to **identify 5 – 10 key characteristics** that make your company special. These characteristics will be the foundation of the story you tell about your company.
4. **Take a stance.** You now know what you stand for and what makes you different. But now you need to take a step back and identify all of your audiences and say **"What's in it for them?"**. Dale Carnegie put it so well: "People aren't interested in you. They're interested in themselves." Creating messages that accurately **tell your story** must be written **from the point of view of the audience**. The best brands are built on **making the emotional connection** with audiences by fulfilling a need. **Focus on the benefits you can provide to solve a problem, fulfill a need, or satisfy a want.** To get started writing your brand promise, try filling in the blank of this statement: "We are the company that _____."

Tell your story often and consistently, and watch your business grow.

Brand Identity Check Up?



Does Your Brand Need a Check-Up?

These 8 questions will help you determine if your company needs to examine the strength of your brand identity.

Yes/No	
	1. Do you know exactly why customers value your company?
	2. Can you clearly and quickly articulate what your company stands for?
	3. Are you confident that your marketing messages are consistently communicated internally and externally?
	4. Do you communicate the relevance of your brand identity to each one of your audiences?
	5. Do you know if your products, business practices and service offerings are delivering on your brand promise?
	6. Can you clearly state how your company and its products or services are better than its competitors?
	7. Do you know if and why employees are loyal to your company?
	8. Do you know if all of your managers and employees buy in to the future vision for your company?

_____ Total

If you answered "no" to:

0 – 2 questions: Minimal Brand Identity Check-up opportunity

3 – 5 questions: Considerable Brand Identity Check-up opportunity

6 – 8 questions: Brand Identity Check-up should be a priority

Contact Christy Erbeck at 224.558.7004 or christy@metamorphicconsulting.com to discuss your brand identity needs.