




WHY...
Should a Customer Choose You?



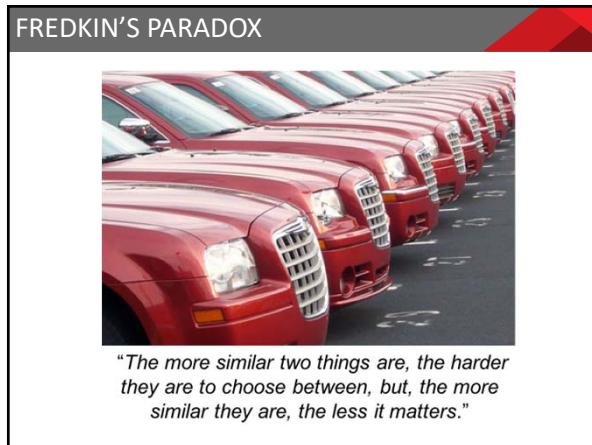


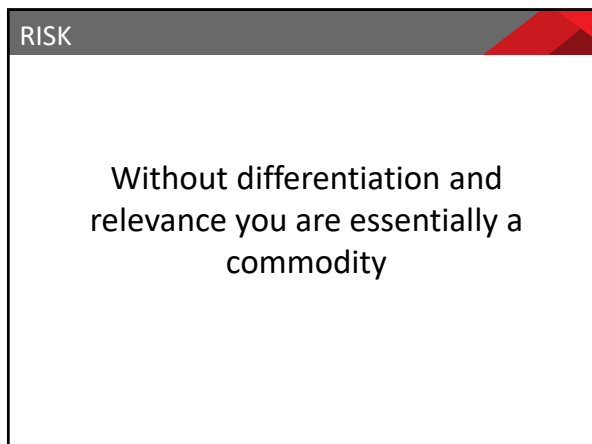
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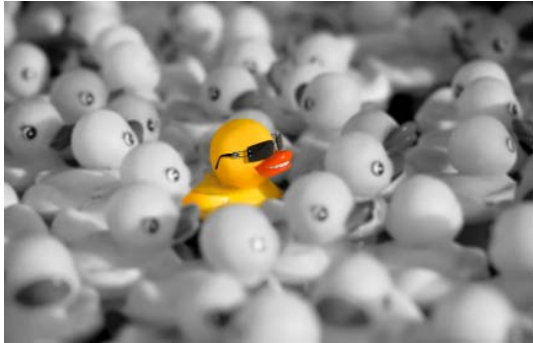
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STAND OUT FROM THE CROWD



GETTING A CUSTOMER TO CHOOSE YOU

1. STAND FOR SOMETHING
2. BE A BRAND
3. KNOW WHAT MATTERS
4. TRACTION
5. AVOID MISTAKES

1. STAND FOR SOMETHING

1. Why do you exist? Who are you? What's your story?
2. What makes you great? - your strengths.
3. What business are you in? What do you produce (products / services)? For whom? Why are you in this business? What do you value? Why do you care?
4. What do you offer that the customer wants? How do you know?
5. What do you want to be remembered for? And for what?
6. Think beyond price, quality, features and service...





1. STAND FOR SOMETHING - EXAMPLES

	Connect people to what's important in their lives through friendly, reliable, and low-cost air travel.
	Think of better solutions, create better products, help people enjoy the things they love.
	To usher in the next industrial era and to "build, move, power, and cure the world."
	To empower every person and every organization on the planet to achieve more.

2. BE A BRAND

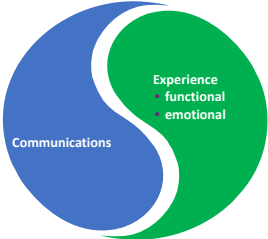
1. Brands & branding are connected but different
2. A brand stands for something // represents a "promise" that is conveyed through communications but paid off through "experience / interaction"
3. There's more to a brand than meets the eye
4. A brand is not "what marketing does"
5. A brand is a strategic asset that needs to be invested in; nurtured and supported

BRANDS LEVERAGE AN OWNABLE THOUGHT

 <i>Rewarding everyday moments</i>	 <i>Family Magic</i>
 <i>Safety</i>	 <i>Rebellion</i>

MORE THAN WHAT YOU SAY...

A brand is a combination of visual and experiential components that work at both the rational and emotional levels to produce a relationship that *creates & secures future "earnings"* through customer loyalty.



A brand conveys its promise through communications and delivers it through experience. Positioning helps achieve both by defining the basis of differentiation in "customer" relevant terms.

KNOWING WHAT MATTERS...

A brand is comprised of a positioning strategy and a set of personality attributes which combine to convey what we would like our brand to stand for in the minds of our stakeholders as distinct from our competitors

however

a brand exists in the minds of customers and it is based on perceptions created through communications and delivered through experiences

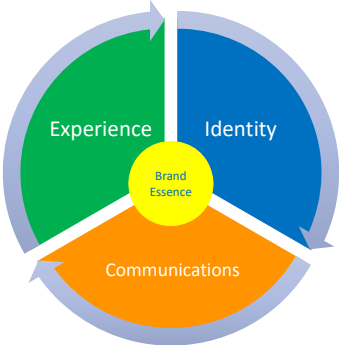
therefore

a brand positioning statement is used to guide our choices of how to communicate and best deliver the promise of our brand

because

brand value is created (or destroyed) at each point of interaction a customer (stakeholder) has with it.

CREATING TRACTION & CONSISTENCY



DON'T CREATE FALSE EXPECTATIONS

A "vision without action is a daydream..."

...action without vision is mayhem!

COMMON MISTAKES


- Believing communications can solve a positioning problem
- Saying everything....and as a result saying nothing
- Knowing all the answers....without asking the questions
- Being original at the expense of being effective
- Lacking confidence in simple truths
- Leaving things to "chance"
- Failing to "walk the walk"

HOW TO....

BOSE[®]
Better sound through research[®]

Think of better solutions, create better products, help people enjoy the things they love.

HOW NOT TO....



*We are committed to providing a level of service to our customers that makes us a leader in the **airline** industry. ... Our **United** Customer Commitment explains our specific service commitments so that we can continue a high level of performance and improve wherever possible.*

SUMMARY – SO WHY YOU?

On a scale of 1-5 how does your company rate on the following:	SCORE
We have a clearly defined vision & purpose	
We know what makes us unique	
We know what matters to customers	
We clearly communicate our uniqueness	
Our entire company is aligned and committed	
We are consistent in delivering on our purpose	
We have a positive, constructive and supportive workplace (culture; values; performance measurement & management)	
TOTAL	

IN CONCLUSION

“Define or be defined”

- Thomas Szasz, American-Hungarian Psychiatrist
