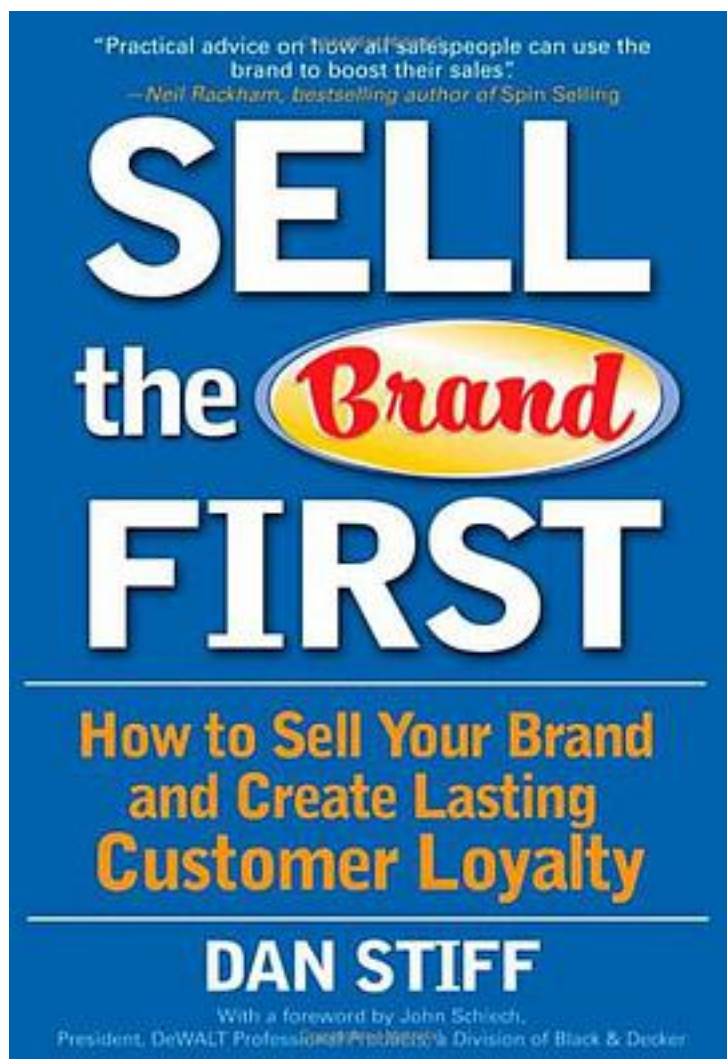


# SELL the Brand FIRST



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出版者:0-07

出版时间:2006-5

装帧:HRD

isbn:9780071470421

A brand has the tremendous power to create a positive experience that will resonate with your customers. So why do you-and most other salespeople- focus on selling your product or service, but not on selling your brand? Sell the Brand First reveals a fresh, highly effective way to close the sale: by selling to your customers from brand strength. Corporate trainer and brand selling specialist Dan Stiff shares his proven Brand Staircase Method-a four-step process that shows you how to hone in on your customers' mind-sets, create sales pitches based on how your brand fits into your consumers' lifestyles, and fully satisfy the trade buyers' needs and expectations. Even the most experienced salespeople tend to simply adopt their marketing department's version of their brand. Stiff helps you become a "Brand Ambassador" by making your brand your own, finding the emotional connection between your customer and your brand, and speaking "Brand Language" to serve buyers' needs. The Brand Staircase gives you the tools you need to Discover the inherent value in your brand and sell from it Avoid "hollow brand promises" and break through the "glass ceiling of price" Build on marketing efforts to leverage your brand's identity and positioning in the marketplace Stiff illustrates key points through practical selling experience at NCR, DeWALT, and Black & Decker. He combines that knowledge with engaging real-life case studies and proven examples from Fortune 500 companies within multiple industries. His sample dialogues and common brand examples in the marketplace make selling the brand come alive. Whether you're selling B2B or B2C, or you're a sales manager leading the charge, Sell the Brand First will change the way you look at selling and the way you sell for the better-and for good!

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