

# 5 Secrets of Brands that Sell



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Brand Mentoring

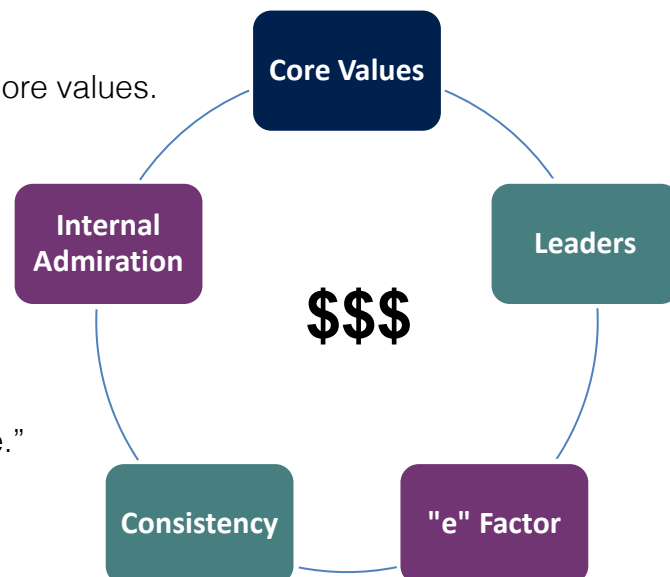
## 5 Secrets of Brands that Sell

Brands that sell have five things in common.

1. They operate based on a strong set of core values.
2. They are leaders in something.
3. They emotionally engage audiences.
4. They are very consistent.
5. They are admired by their internal stakeholders.

In short, brands that sell are the “total package.”

Let’s look at each dimension in more detail.



### Secret #1

#### Strong Brands Have Strong Core Values

Brands that sell are guided by **3-5 fundamental values** that help them “live up” to their purpose. Strong brands unequivocally stand by these values in good and bad times. These strong core values also help keep the marketing communications “on brand.” Consider for a moment which values are most important in your business or organization. If you have not declared your brand’s core values, consider the 45 core values on the following page to get you started.

Below is a list of **common core values**. If you were to ask everyone in your organization which of these values represents the 3-5 most important values in your organization, would you have consensus? Think about which 3-5 values your brand aligns with most.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Community           | <input type="checkbox"/> Innovation                 | <input type="checkbox"/> Diversity          |
| <input type="checkbox"/> Trust               | <input type="checkbox"/> Irreverence                | <input type="checkbox"/> Teamwork           |
| <input type="checkbox"/> Competitiveness     | <input type="checkbox"/> Connection                 | <input type="checkbox"/> Commitment         |
| <input type="checkbox"/> Fun                 | <input type="checkbox"/> Simplicity                 | <input type="checkbox"/> Golden Rule        |
| <input type="checkbox"/> Responsiveness      | <input type="checkbox"/> Pragmatism                 | <input type="checkbox"/> Sense of urgency   |
| <input type="checkbox"/> Safety              | <input type="checkbox"/> Integrity                  | <input type="checkbox"/> Quality            |
| <input type="checkbox"/> Fairness            | <input type="checkbox"/> Honesty                    | <input type="checkbox"/> Growth             |
| <input type="checkbox"/> Creativity          | <input type="checkbox"/> Accountability             | <input type="checkbox"/> Nurturing          |
| <input type="checkbox"/> Value               | <input type="checkbox"/> Reliability                | <input type="checkbox"/> Positive outlook   |
| <input type="checkbox"/> Security            | <input type="checkbox"/> Family                     | <input type="checkbox"/> Entertainment      |
| <input type="checkbox"/> Authenticity        | <input type="checkbox"/> Disclosure                 | <input type="checkbox"/> Performance        |
| <input type="checkbox"/> Comfort             | <input type="checkbox"/> Health                     | <input type="checkbox"/> Education/Learning |
| <input type="checkbox"/> People              | <input type="checkbox"/> Precision                  | <input type="checkbox"/> Affordability      |
| <input type="checkbox"/> Knowledge           | <input type="checkbox"/> Cleanliness                | <input type="checkbox"/> Customer Focus     |
| <input type="checkbox"/> Advanced technology | <input type="checkbox"/> Under promise/over deliver |   |

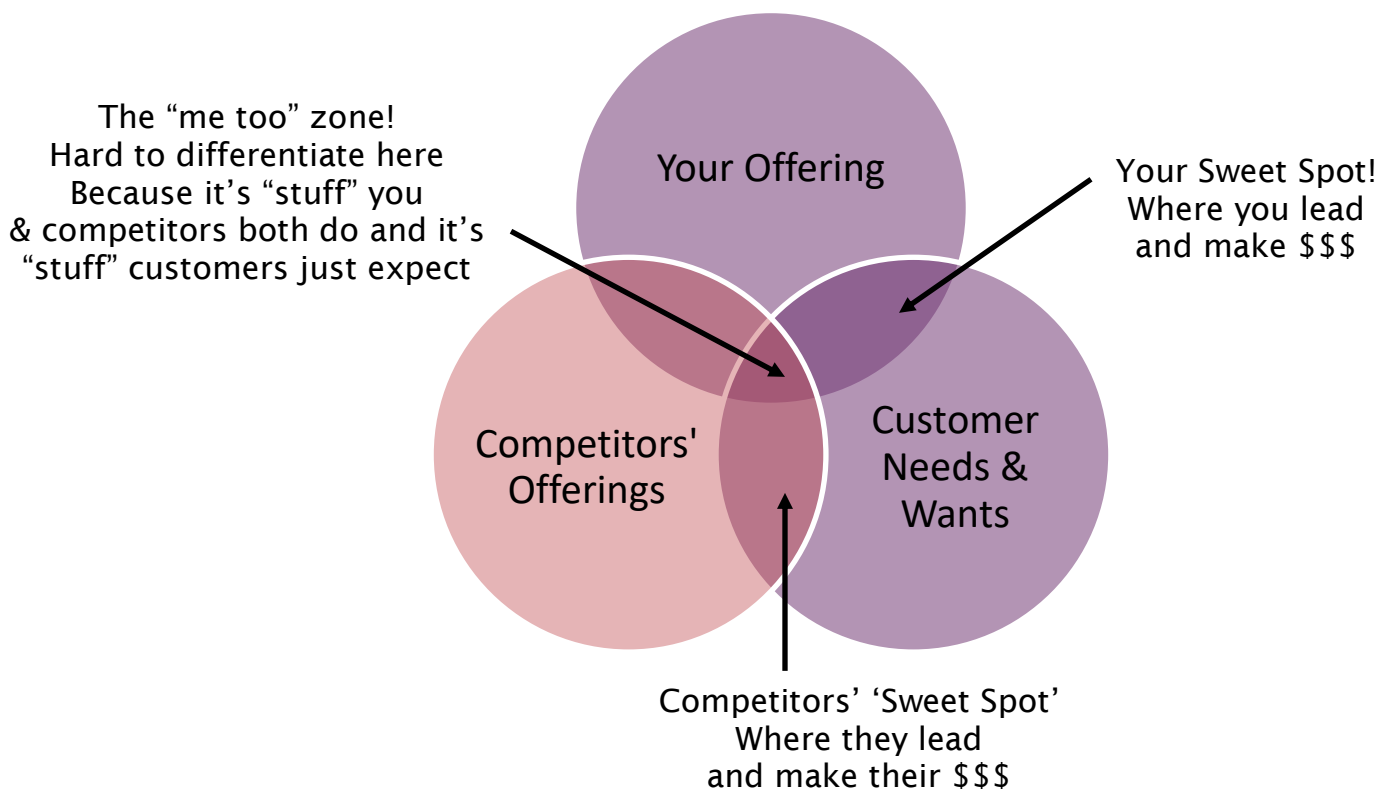
Other core values not listed: \_\_\_\_\_

## Secret # 2

### Strong Brands Position Themselves as Leaders in *Something*

Brands that sell choose to lead in something. Often this is referred to as finding your “sweet spot,” that position in the market where you deliver in a way that is **relevant** to customers, **sustainable** by your organization and **different** from competitors. That last component, “different” from your competitors, has some room for interpretation since there are degrees of different, it’s very situational. Sometimes finding what truly differentiates your product or service is really hard, and in those cases you be relying more heavily on your brand to create that feeling of difference.

#### Anatomy of Market Positioning Finding Your ‘Sweet Spot’



*Give your 'Sweet Spot' the 4 C's Test.*

Since market positions are how buyers see your brand relative to others, your brand's market position needs to adhere to the 4 C's: **Clear**, **Compelling**, **Credible** and **Contrasting**. Applying the 4 C's test when evaluating marketing positioning strategies will help you separate the "ok" market position ideas from the outstanding ones.

## The 4 C's Test

### Clear

- Brand commits to a focused market position. It **does not dilute itself** by being all things to all people (see next page for idea starters).

### Compelling

- Brand selects a market position that is **relevant** and **excites** buyers (i.e. not just something your stakeholders "love").

### Credible

- Brand claims a market position that is **authentic** and **believable** for the organization.

### Contrasting

- Brand selects a market position that is not too close to its key competitor(s). The Law of Opposites states that buyers more quickly understand things that are **very different from one another**.

## 22 Market Leadership Positioning Ideas

**Reliability** Leader= Most reliable, headache free, *ex. FedEx*

**Innovation** Leaders= Most cutting edge, *ex. Apple, Virgin, Google*

**Value** Leaders= Best value for money, *ex. Walmart*

**Knowledge** Leaders= Best minds in the business, *ex. McKinsey & Co.*

**Client Care** Leaders= Best service hands down, *ex. Nordstrom*

**Quality** Leaders= Best craftsmanship, *ex. Mercedes, Godiva*

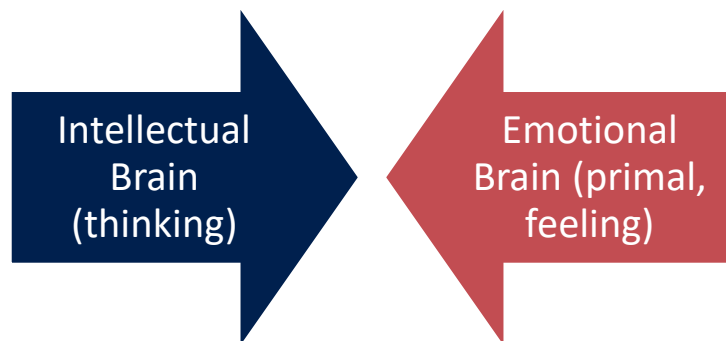
<i>22 Market Positions</i>	<i>Could Be Us</i>	<i>Describes Competitor(s)</i>
Quality/Craftsmanship Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Performance Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Reliability Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Technology Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Innovation Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Trust/Integrity Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Client/Customer Care Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Relationship Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Ease of Use Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Social Responsibility Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Green/Eco-Friendly Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Safety Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Design Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Customization Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Knowledge Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Social Change Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Convenience Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Experience Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Diversity Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Volume/Market Share Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Luxury Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Value/Discount/Low Cost Leader	<input type="checkbox"/>	<input type="checkbox"/> _____
Other: _____	<input type="checkbox"/>	<input type="checkbox"/> _____

## Secret # 3

### Strong Brands Posses the “e” Factor

Brands that sell are emotionally intelligent; they understand that the path to loyalty and repeat business runs right through a buyer’s “heart.” So brands that sell will find a balance point between appealing to the head and the heart. The “head” is our intellectual brain and it seeks facts and proof points when exposed to marketing messages. The “heart”, on the other hand, is our emotional brain and it responds viscerally to the emotional triggers planted in marketing messages.

The secret is that brands that sell have really mastered the emotional engagement factor. Neuroscience tells us that the emotional brain is the real “buy” button in humans. If the emotional brain is not engaged in a buying decision, the chances for a sale drop significantly. This is why successful sales professionals engage their prospects on an emotional level. Brands that sell understand their buyers’ emotional triggers and use these in their identity and marketing communications.



So how does one know **which emotions to trigger?** The answer rests in what your customers want on a deeper level. Do you know their REAL motivators for buying your brand? Consider the four basic types of human motivation:

- Belonging
- Independence
- Stability
- Risk Taking

If these four motivators sound like they contradict each other, that's because they do! As humans, we continually strive to find our balance point between these competing motivators on a daily basis. Our motivators vary by the product or service we are considering in the moment. For some purchases, we may be motivated to buy based on the brand's promise to create "control" or "stability" in our lives (ex. buying life insurance or a new technology gadget). For other purchases we can be motivated by other things, like the brand's promise to help us "rebel", this can drive us to purchase things like a Harley Davidson motorcycle.

It's critical to know **what fundamentally motivates your target customers** and use your brand's identity and marketing to appeal to that deeper motivation. Consider the four human motivator categories below; is there one that dominates among your customer base? If you had to pick one as a primary motivator, which area would you pick?

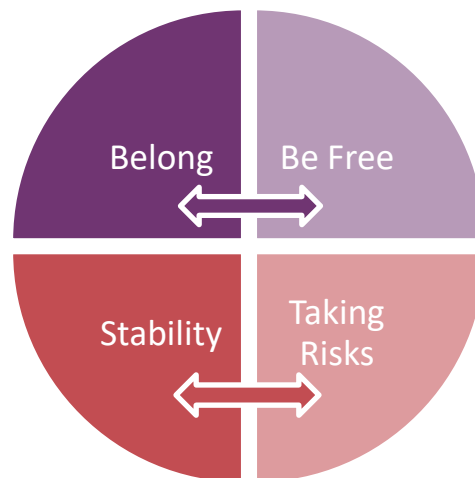
## Four Human Motivators

### The need for...

- Fun
- Love
- Community

### The need for...

- Exploring
- Authenticity
- Self-Discovery



### The need for...

- Creating
- Caring for others
- Structure & Power

### The need for...

- Acting Courageously
- Breaking the Rules
- Transformation



## Secret #4

### Strong Brands Consistently Practice Consistency

Brands that sell understand the power of consistency in their graphic identity, marketing communications *and* its customer experience. Often a graphic identity (logo) will contain just 1-2 colors in order to help buyers recall the brand by color. The consistent use of color combinations condition us to think of certain brand(s). Think about the last time you rented a car at the airport and were looking for your car rental shuttle bus. Were you looking for the green shuttle (Enterprise), yellow and black shuttle (Hertz), red and white shuttle (Avis), or an orange and blue shuttle (Budget)? What about when you see a pink ribbon, what do you think of? A big brown truck? A small turquoise gift box?

#### Consistency = Conditioning



Brands that sell are also consistent in how they deliver on their brand promise via their customer experience. That customer experience may take place on a website, over the phone, in a store, at an event, or in the buyer's own home or office where they actually use the product or service. Brands that sell are consistent!

## Secret #5

### Strong Brands are “Rooted” in Strong Employee Cultures

Brands that sell are positively reflected by their employees across departments and job functions. Brands that sell are woven into the fabric of their employee culture. When employees admire and understand the brand(s) for which they work, they naturally strengthen the brand with their attitudes and actions (both big and small).

In short, brands that sell are best supported when organizations hire employees who will naturally align with the

brand's core values, promise and personality. Employees will reflect your brand, for better or for worse. Brands that sell understand and leverage this.

