

# Brand Strength Assessment

Offered exclusively by B2B Marketing Excellence

## Is Your Brand Contributing To Your Business Success?

Weak brands do more than fail to grab the market's attention; they undermine sales productivity and revenue generation. Weak brands become a liability, bogging down the sales teams as they work to demonstrate their company's credibility before they can start selling. Strong brands, by contrast, establish credibility and trust before the sales force even knocks on the customer's door. Strong brands accelerate the sales cycle, and that's just one of the many benefits that transforming your brand into a corporate asset contributes to your bottom line.

Asset brands have defined characteristics when executed with three principles in mind: **values, consistency, and trust**. An Asset Brand stands for the core values that permeate your business and which are consistently communicated throughout the sales and product/service delivery process. Asset Brands build trust among your target audience and deliver value to your bottom line through:

- Premium pricing
- Strong competitive positioning
- Trusted customer partnerships
- Accelerated sales cycle
- Differentiated products and services
- Preference as a great place to work
- Protection against negative public perception
- Improved bottom line valuation

*"... a powerful brand is essential for sustained success"*

-Warren Buffet



### Proven Methodology

Using a proprietary evaluation methodology across the core brand elements of **business goals, positioning strategy, identity, and experience**, B2B Marketing Excellence deploys a straightforward process to assess your brand's strengths and weaknesses. The B2B Marketing Excellence *Brand Strength Assessment* quickly analyzes how your brand is:

- contributing to your bottom line in sales and positive perception; or
- undermining revenue generation and/or building unnecessary costs into your operations.

As experienced marketing executives who have supported startups and Fortune 500 companies in a variety of sectors, B2B Marketing Excellence works with our clients to drive growth and build shareholder value. Our *Brand Strength Assessment* methodology relies on thorough, thought provoking, analytical business discussions and an unbiased outside evaluation to look critically at the linkages between corporate and brand strategy, competitive market positioning, messaging, visual and verbal identity, customer experience, customer deliverables, and integrated communications execution.

**Results:** The B2B Marketing Excellence *Brand Strength Assessment* analyzes the qualitative value of your brand together with executable recommendations on immediate and longer-term actions you can take to build your brand into a compelling calling card in your market. Conducted and delivered in two to three Round Table executive sessions, the *Brand Strength Assessment* efficiently provides your executive team a common understanding of your business opportunity, helping them work together more effectively to transform your brand into a major corporate asset.