

Asset BrandSM Program

Offered exclusively by B2B Marketing Excellence

Asset Brand: Accelerating Growth – Building Value

Standing out in the market has never been more challenging. At the speed of business today, product and service differentiation rarely lasts a year, putting pressure on revenues and making your sales teams work harder than ever. At the same time, the global internet economy empowers your business and government buyers, significantly expanding their competitive choices. Moreover, social media makes anyone and everyone a potential opinion leader. One thing is clear about the new economy, only organizations that transform their brands into long-term competitive assets will survive.



B2B Marketing Excellence has developed the Asset BrandSM Program to support our clients in adapting to these new market realities. The Asset BrandSM Program sharpens the underlying power of your company's impossible-to-duplicate authentic character developed through the integration of your corporate strategy, brand promise and values, brand experience, and market positioning. By contrast, the 'traditional branding' process, puts creative deliverables first, too frequently missing the mark and overrunning timelines and budgets. The Asset BrandSM approach is crucial to shaping your authentic identity into a competitive asset that cannot be replicated. Asset BrandsSM are also able to withstand new market requirements for transparency, while guiding employee's actions and decisions, so crucial to the experience your customers have with you.

B2B Marketing Excellence's Asset BrandSM Program helps companies efficiently and cost-effectively build brands that deliver:

- **Trusted customer partnerships**, shaving time from the sales cycle even in rapidly changing business environments;
- **Preference as a great place to work**, attracting talent and instilling employee pride;
- **Protection against negative public perception**, giving you the benefit of the doubt if mistakes happen; and
- **Improved bottom line value**, supporting premium pricing and valuations when entering into partnerships and engaging in M&A activities.

Asset Brand ProgramSM

A four-stage proprietary methodology that builds shareholder value



Proven Methodology

Working within our client's culture, B2B Marketing Excellence specializes in developing brands into valuable and unique competitive assets that directly support your organization's strategic and tactical business goals. Using a tested four-stage proprietary methodology, the Asset BrandSM Program benefits the entire organization in building a transparent, authentic and trusted interaction with customers, employees, and key stakeholders.

Results: The B2B Marketing Excellence Asset BrandSM Program results in authentic conversations that establish the trusted connection with your customers leading to accelerated sales cycles, positive public perceptions, and ultimately increased shareholder value.