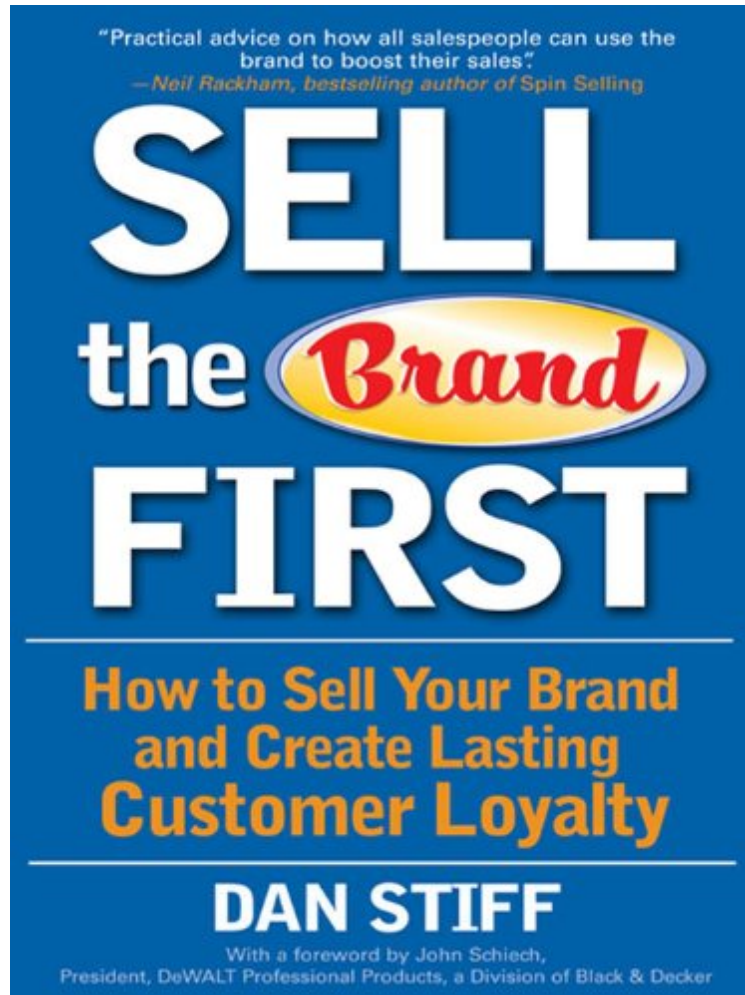


# Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty

*Dan Stiff*

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**Dan Stiff : Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty:

0 of 0 people found the following review helpful. Dan Stiff Knows His Stuff!!!By Rae RingDirect To The Point ... The Stuff Everyone In Sales Needs To Know!!!Four Years Of College In ONE BOOK!!!Thank You Dan!!!3 of 4 people found the following review helpful. Sell the Brand First Helps Focus SalespeopleBy Jacques LeFevreSell the Brand First is a book full of useful concepts for salespeople, and businesses in general, as it relates to the importance of selling their brand. Among its many important points, in a effective way, it illustrates that the primary objective of a salesperson is to migrate customers from their initial buyer's perspective to an alignment with the brand. The importance of migrating the customer beyond their initial perspective serves to create immediately profitable sales,

and future brand loyalty. Author Dan Stiff makes a great point that if you want to know what your brand image is, then you better talk with your customers before talking with Marketing. This book is sure to stir debate within companies as salespeople come to grips with the importance of selling the brand first, and then pressure Management and Marketing to create and maintain a brand that can be sold based upon their conversations with their customers. The author's discussion of brand pillars addresses this issue and provides guidance to every business that struggles with this issue. *Sell the Brand First* is an excellent read if you are in sales, marketing, or an executive leading a business. 2 of 2 people found the following review helpful. Great Read for All Sales Executives By Charles Stover This book should be required reading for all sales executives and sales personnel within an organization. The concepts are clear and concise, and give you an insight into what your customers ultimately are buying from your company. Many of the focuses sales organizations have can be duplicated by your competitors with the exception of your BRAND! Successfully selling your brand first and foremost will lead your sales organization into years of sales increases not duplicated by your competition. "Sell the Brand First" gets your firm, your executive team and ultimately your sales force headed in the right direction for years to come.

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!

From the Back Cover Why make selling harder than necessary? Lead with your brand! Featuring real-life examples from internationally recognized brands such as IBM, NCR, Black Decker, Home Depot/Expo, and DeWALT, *Sell the Brand First* offers priceless tips on selling your brand, its function, and its value to your customers. "Practical advice on how all salespeople can use the brand to boost their sales." -Neil Rackham, bestselling author of *Spin Selling* "Selling a product without the brand is like selling a car without the wheels! This is a great read for anyone who touches the customer and interfaces with the brand." -Dan Gregory, Vice President - Marketing, DeWALT Industrial Tools "If you want to build your brand and think it resides only in the territory of marketing, then read *Sell the Brand First* and put its new principles to work." -Clifford Hall, Chief Operating Officer, Timex Group "Building a successful organization requires all employees to focus on continually creating brand value, especially salespeople who are the first line to customers. Dan Stiff's approach provides sales professionals with a unique framework to do just that." -Paul Butler, Director, Global Organizational Learning and Development, Gillette "In today's business environment of mega retailers, global product sourcing and private label brands, domestic manufacturers must focus on 'selling the brand first' to add value. A seasoned industry executive, Stiff shares insightful, hard-hitting examples of Brand Selling at its best!" -Thomas P. Armstrong, Vice President-Vendor Service, Home Depot About the Author As president of Leadership Performance Development, Inc., Dan Stiff specializes in showing companies how to leverage their brand strength, lead teams, and sell in the modern business climate. His clients include Baldwin, Home Depot/Expo, Aviall, Beretta USA, Purdy, and Juno Lighting Group. Stiff speaks to corporate groups 40 times a year and also has a network of affiliates who teach his sales methods to top corporations such as IBM, Pepsi, Pfizer, Nextel, and AOL/Time Warner.