



# DELIVERING THE BRAND

## *Are your employees delivering your brand?*

Over the past decade, the brand has moved to the forefront of corporate concerns. Widely considered an “intangible” yet highly valuable asset, some very smart people spend a lot of time and money on logos and tag lines to push the brand out to the market. But a brand cannot be pushed. A brand must pull.

Every powerful brand makes a promise and it is through the consistent delivery of that promise that your brand is delivered. That means your brand is in the hands of your employees—every one of them.

Sometimes the promise your brand makes is delivered and your customers see your brand the way you intended. But more often, there is a gap: the company’s view of the brand and the customers’ perceptions are not the same. You can guess which one is more favorable.

Only by ensuring that your entire organization is structured to deliver your brand will it come to life in the minds of your customers. Only then can you create the kind of customer loyalty that lies at the heart of every successful organization.



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## *Embed your brand within your entire organization*

Operating on the belief that every aspect of the business plays a role in forming and supporting your brand, we examine all components to determine which are delivering the brand promise, which are not, and how to be sure that everyone is aligned.

Often the gaps are found in unexpected places – places where the marketing and brand experts never go. Technical systems, internal back-office policies, and employee training can all have a surprisingly large impact on your customers' perceptions of your brand.

In order to truly embed your brand, it must be **behavioralized** and **operationalized**.

### **Behavioralizing your brand is a matter of clarification.**

- Can your employees articulate your brand promise?
- Can every one of them explain their role in delivering it?
- Are they able to demonstrate the skills and attributes that accurately reflect the brand?
- Do they recognize how the brand defines the customer experience?
- Are they fully engaged by the challenges and expectations that the brand promise places on them?

### **Operationalizing your brand is a matter of integration.**

- Do your products, policies and procedures support your brand?
- Do your workflow processes, technology and organizational infrastructure enable your brand or impede it?

## *Reap the benefits of a living brand*

Only when the delivery of the brand promise is the first priority of every person, process and policy of the organization will your business continuously strengthen customer loyalty and increase market share.

Neil Cerbone Associates can ensure that your employees consistently deliver your brand and that your organization is able to efficiently support their efforts. You can expect more loyal customers and a brand that really is your most valuable asset.



Find out more today:

+1-973-761-7722

[info@cerbonegroup.com](mailto:info@cerbonegroup.com)

[www.cerbonegroup.com](http://www.cerbonegroup.com)