

# Speaking Your Brand Language

***How can you create a common language and intentionally talk about the Brand during customer interactions?***

When leveraged well, Brand is a powerful tool that can be used by Sales to boost your company's performance and profits.

How can your sales and marketing professionals begin speaking brand language? Start by becoming a student of your Brand. Learn from your customers how they perceive the Brand and what words they would attach to it. Your end users and buyers are closest to the

products and services and have a keen sense of what the Brand means to them.

Here are some ways your sales force will help customers migrate to your Brand using Brand language

**T = Testimonials.** Collect satisfied customer statements about your Brand and bring them alive when selling.

**I = Investigation.** Gather good evidence from customers about their buying and business motives by asking Brand questions that go right to the heart of what differentiates your Brand.

**M = Motive.** Find out the key reasons people buy from you in general, and more specifically, why they buy your Brand.

**E = Educate.** Make the customer knowledgeable about your Brand, why it exists in the marketplace, what it stands for, and how most buyers experience it.

***Tell a brand story that is rich and has history, using Brand language that is emotional, evocative, and compelling!***



***Your brand is like the wind. You can't see it, but you can feel it, so you know it exists. Is your brand a whisper or gust?***