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# The Sales Force Branding Program:

*Helping high-tech companies differentiate their sales executives from the competition.*

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***The Sales Force Branding Program utilizes cutting edge technology to help telecom and high-tech corporations with complex sales cycles and/or commoditized products differentiate their sales executives from the competition in order to close more deals.***

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## Section 1: Program Overview

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Your customers are no longer buying from companies; *they are buying from sales executives*. With the endless selection of online ratings, reviews, and opinions, the relationships and reputations of sales executives are now the lifeblood of corporate bottom lines.

However, just having quality sales executives with excellent product knowledge and great reputations isn't enough.

Your prospects buy from the *individual* who's most experienced in the industry, the *person* who specializes in the problem the prospects need to solve, the *expert* who provides valuable information throughout the decision-making process. They do business with the biggest, smartest, most well known individuals--with those who clearly stand out from the pack. This is particularly true for telecom and high-tech corporations with complex sales cycles and/or commoditized products.

Well-known author of *The Sales Bible*, Jeffrey Gitomer, states that when a sales executive can reach a prospect with value-added information at the *beginning* of this process, s/he has up to an 85% chance of winning business. Why? Because at this point, s/he can shape the criteria upon which the prospect makes all subsequent decisions in the buying process. Sales executives who don't reach the prospect

***"The key to winning business lies in the sales executives' ability to engage at the beginning of the sales cycle."***

until the end of the cycle have only a 15% chance of closing a deal. [Source: Jeffrey Gitomer, *The Sales Bible*. John Wiley and Sons, Revised edition 2003, previous edition 1994.]

Gitomer provides further evidence, indicating a *95% chance of winning business when a prospect calls the sales executive* versus a 5% chance when the sales executive cold calls a prospect, [Source: Gitomer, *The Sales Bible*] which suggests that strategic actions can enhance the power of timing within the sales cycle.

The key to winning business, therefore, lies in the sales executive's strategic ability to prove value to the potential buyer during the initial stages of the buying cycle, thus encouraging the prospect to make that call early on.

To do this, your sales executives must have:

- A killer **online presence**,
- social media **proof of expertise**,
- a broad-reaching online **professional network**,
- a consistent, personalized prospect and **customer communication tool**, and
- a formal **sales-enablement program**.

What do we know for sure? Sales force effectiveness comes down to one thing—using today's technology to close more deals. It's called ***Sales Force Branding***.

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## Section 2: Sales Force Branding Results

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There are three phases of the Sales Force Branding Program, each phase takes approximately one month to complete.

### **Phase 1**

Online presence and Content Development: Build highly-relevant material; increase and improve assets and online presence; Utilize professional network.

### **Phase 2**

Social Proof of Industry Expertise and Demand Generation: Utilize assets and content within professional networks and high-relevancy influencer groups; Design and build social proof of industry expertise and thought leadership.

### **Phase 3**

Marketing Automation: Design and build and a personalized customer communication program.

In many cases, we have seen results in a matter of a few days, with sales executives connecting to key decision makers to whom they previously did not have access. By the end of the three-month program, we have seen results between 100%-1000% ROI.

More connections. More connections to the *right people*. More appointments. More communication. More touches. More opportunity. More deals. That's what Sales Force Branding is about.

To determine how we can best help you, please complete the very simple SFB Needs Analysis in Section 4.

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### **Section 3: Sales Force Branding Needs Analysis**

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Where are you now?

Where do you want to be?

What is your current plan to get there?

What is the value of a lead?

What is your value proposition?

What currently differentiates your sales executives from the competition?



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## Wendy Brache: B2B High-Tech Content Specialist

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Content Strategy, Development and Management  
Demand Generation  
Marketing Automation  
Sales Force Branding and Corporate Branding for Demand Generation and Lead Generation Tactics

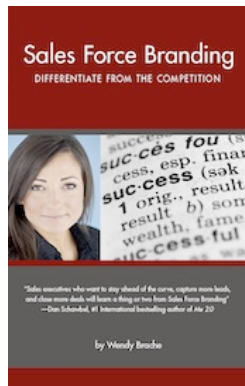
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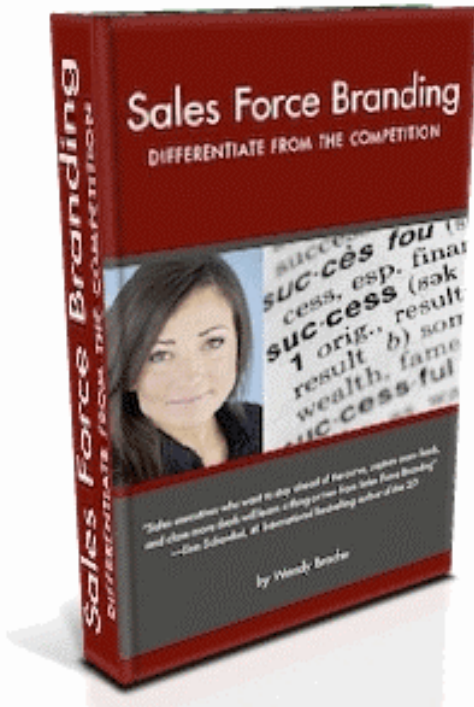
A corporate consultant, Wendy Brache is a B2B content specialist with focus on demand generation and marketing automation strategy/implementation for the high-tech sector.

In 2005, Wendy founded Kismet Group Web Marketing to address the specific content needs of corporations in the telecom and high-tech sector and has expanded within the niche. She is the author of *Sales Force Branding: Differentiate from the Competition*, an eBook recently featured on MarketingSherpa. She is the Sunday columnist on Dan Schawbel's PersonalBrandingBlog.com, which was recently recognized by FINS (owned by WSJ) as the #2 marketing blog for your career, and is syndicated by BNET (owned by CBS).

She is also a featured marketing technology speaker and a columnist on renowned websites such as Maria Shriver's Women's Conference and Mallika Chopra's Intent.com.

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### What others are saying about *Sales Force Branding: Differentiate from the Competition* the eBook:

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*"Sales executives who want to stay ahead of the curve, capture more leads and close more deals will learn a thing or two from Sales Force Branding."* -Dan Schawbel, #1 International bestselling author of *Me 2.0*.

*"Sales Force Branding is the welcome and long-overdue book that sales and marketing managers have been waiting for; it outlines a practical process for building credibility and preparing the way for future profits by differentiating a sales team from its competition".* -Roger C. Parker, Author of 38 books, including *Design to Sell* and *Relationship Marketing on the Internet*

*"Sales Force Branding is a fantastic resource, one that I will keep on hand for easy reference. Whether you're in sales or not, you need to know how to differentiate yourself -- how to refine your brand and communicate what makes you special to potential clients/buyers. This eBook shows you how to do just that. The text is clear, thorough and very easy to follow. Thank you Wendy for sharing these impactful tips and tools."* -Emma Brownell, Editor, Maria Shriver's Women's Conference

**Visit [SalesForceBranding.com](http://SalesForceBranding.com) to download the book.**