

SALES

SERVE
ASKING QUESTION
LISTEN
EMPATHIZE
SUMMARISE

SALES IS **NOT**:

- PITCHING
- PRESENTION
- SELLING
- CONVINCING



BRANDING VS MARKETING

A Brand is a name, term, design, symbol or any other feature that identifies one seller's good or services as distinct from those of other sellers.

Branding is architecting and managing the meaning and experience of the brand with intention.

A Brand is a Promise. It's a promise that your company can keep. You make and **Keep That Promise** in every product experience, marketing activity, action, every corporate decision, every customer interaction.

Marketing outlines the specific activities of **HOW, WHERE** and **WHEN** a brand will promote its product and services to its customer target in the marketplace.



6 KEYS DIFFERENT

Between
Marketing
& Branding

1. Branding is the **What & Why**. What are the product, services, value. Marketing is tactics. (How to go the market & promote. Marketing is about advertising and communication for functional benefit and emotional.
2. Branding is **Long Term** (Time, skill value investment). Marketing is **Short-Term** (Turn the Brand's Effectiveness into Sales).
3. Branding is **Macro** (Zoom Out, Bigger Picture). Marketing is **Micro** (Details, Actions, Event that Generate Sales).
3. Branding is **Trajectory** (Long Term direction, where we heading and positioning). Marketing is **Tactics**. (Concern with action and result).
5. Branding builds **Loyalty** (Consumer feel, invested trust and buying habit). Marketing generates **Buzz & Action** (Immediate result, action, decision making).
6. Branding **Defines & Creating** Value (Creating meaning, reason and trust). Marketing **Monetizes** Value (Money, Tribute, Extract).

