



Brand Your Mind Before You Promote Your Brand

Presented by Dr. Fred Broder

Why This Seminar?

ISSA and it's members want to change the way the world views cleaning



Advancing Clean. Driving Innovation.

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PREMISE

When you can legitimately elevate the value of what you do for your customers

THEN

You can better justify your pricing and why they should do business with you



Seminar Objectives

1. Review the concepts of “branding” and “re-branding” in the context of your company
2. Understand the process of why, when, and how to brand or re-brand
3. Begin the process of evaluating whether or not you should consider adjusting your brand



Objectives of this Seminar: Through Branding or Re-Branding

Your customers will see your company, your salespeople, your products/services as important “partners” who impact the health, effectiveness, and welfare of their employees and customers and will understand how you influence the revenue generation, reputation and success of their business.

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Here's the Question for YOU!

Have you branded your company as a generic, distributor, or manufacturer of jansan paper, chemicals, and/or equipment?

If so, you're no Elvis.
You won't be a "KING" of our industry!



Operational Definition of What is Meant by Having a "Company Brand"?

A brand is the sum total of the good, the bad, the ugly of your company as perceived by those who comprise your prospect and customer base.
It's who they think you are.



Branding Options for You to Consider after this Seminar:

- We don't have a brand and we need one
- We have a brand and it's still relevant and working
- We have a brand that needs "tweaking"
- We have an antiquated or negative brand and we need to re-brand



Do Your Research!!

Any decisions you make regarding re-branding should be based on customer feedback and data.



Brands Change with Time and Objectives

LAS VEGAS

BEFORE “Sin City”

NOW “What Happens in Vegas
Stays in Vegas”



What are the Differences Among these Concepts:

- Corporate Identity?
- Brand Identity?
- Brand Image?



Please don't be offended by my asking:

Is your company a legend in your own mind?

Have you lost touch with your brand?



Re-branding

is first a mindset issue and second a re-education and training issue



These were some highlight slides from
the seminar.

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