

# Module 3 - Know Your Company's Brand Promise

## OBJECTIVE

A key element to knowing your company's brand promise means you and your company believe your products/services work so well that you promote a customer satisfaction guarantee. (This is a crucial to removing your customer's buying resistance.)

## KNOWLEDGE

### Watch Video - *Knowledge: Your Company's Mission*

When you believe in the passion and purpose of the company you represent, you become engaged at a very deep level. Your promotion becomes fueled by your own passion. When you know why your company has chosen to move into the market place to promote their products, and you believe this, you radiate confidence in your presentations. You become proud to be part of an organization that wants to make a difference. For you to be at the top of your game in sales you must believe in what you are doing.

Your company's mission statement is your opportunity to define the company's goals, ethics, culture, and model for decision-making. The best mission statements define a company's goals in at least three ways: what the company does for its customers, what it does for its employees, and what it does for its owners. Some of the best mission statements also include what the company does for its community, and for the world.

A brand based on a compelling promise creates loyalty beyond reason. This means that customers will stay with you through thick and thin. When the customer is connected to you for more than analytical reasons, they believe in their hearts that what you offer is the best.



★ Activity #8 - *Brand Mission and Vision*

✓ What is your company's Mission Statement?

✓ What is your company's Brand Promise?

## MAGNETIC SKILL

👁 Watch Video - *Magnetic Skill: Four Areas of a Brand Promise*

Let's look at the 4 areas of the brand promise. When this message is properly drafted and authentically delivered, this is very magnetic.

### ★ Activity #9- *Brand Promise Execution*

Here are some questions that will give you answers for how your company's Brand Promise is actually promised, marketed, delivered and upheld?

**1. Promised:** What is the promise? What happens when the product or service fails to perform as promised? Is there a place on the website to review customer satisfaction ratings?

**2. Marketed:** When marketing the product or service where is the promise shown or told? Is it in bold print? Is it at the beginning or the end of the marketing story? Is it a key marketing feature?

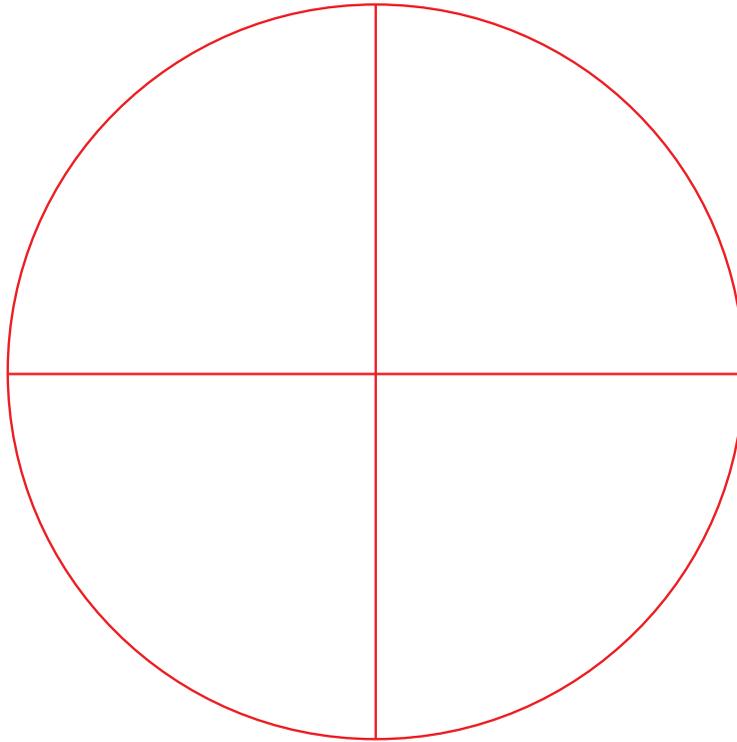
**3. Delivered:** How is the customer satisfied if the product or service fails? How easy or complicated is the process to deliver customer satisfaction? How long does it take to achieve customer satisfaction?

**4. Upheld (Guaranteed):** What does the customer receive to be satisfied? New product? Free returns? Is additional service provided at no additional charge? Is there a follow up process to make sure the customer is really satisfied?

## PASSION IN ACTION

### 👁 Watch Video - *Knowledge: Power of Focus*

We all know that customer loyalty is the key ingredient to a successful and sustainable business. But how do you create it? You focus on your brand. When you place your intention and focus on a designated target, you can achieve powerful results.



### ★ Activity #10 - *Building your Focus*

This exercise will build your focus and create evidence in the power of focus. What you need is a 12" piece of string and a small washer to do this exercise. Fold the string in half and tie the ends together, now slip the string into the washer and create a slipknot to keep the washer and the string connected. Now you have a free swinging "coin" at the end of the string to use as a measurement tool.

Hold your coin above the circle's center. With only your intention and your focused energy, cause the coin to move up and down along the line. When you are able to move the coin (washer) along the center line with just your thoughts, you are mastering the magnetic skill of focusing your beliefs toward your intention to achieve results.

✓ List your observations:

## MAGNETIC SALES ASSESSEMENT

### 👁 Watch Video - *Module 3 - The Close*

In Module 3 you learned that your company's brand promise means you and your company believe your product and services work so well that you promote a customer satisfaction guarantee. A brand based on a compelling promise creates loyalty beyond reason. You learned the 4 areas of a brand promise – the promise, how it's marketed, how it is delivered and most important how it is upheld. In the Power of Focus you learned how strong your thoughts are.

Rate your belief with each of these statements where number **1 is no belief** and number **7 is complete belief**

①
②
③
④
⑤
⑥
⑦  
**NONE** **COMPLETE**

Rating	Statement
	I believe my company's brand promise represents who we are and what we do with our guarantee to our customers.
	I believe in my company's mission to our customers.
	I believe when I focus my energy, results happen.

**Total Rating**

## Your Magnetic Sales Assessment Results

The Magnetic Sales Assessment is designed to measure your level of belief about your company's brand promise. To develop the knowledge and apply the skills, you must believe what you learned. If your total score for the Magnetic Sales Assessment is 15 or higher, you believe in your company's brand promise and your company's mission. If not, go back and review Magnetic Skill and Passion in Action.

***The Adventure continues...***

**Start Module 4: Know Your Company's Vision**