



## Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty (Business Books)

By Dan Stiff

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### Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty (Business Books) By Dan Stiff

A brand has the tremendous power to create a positive experience that will resonate with your customers. So why do you-and most other salespeople- focus on selling your product or service, but not on selling your brand?

*Sell the Brand First* reveals a fresh, highly effective way to close the sale: by selling to your customers from brand strength. Corporate trainer and brand selling specialist Dan Stiff shares his proven Brand Staircase Method-a four-step process that shows you how to hone in on your customers' mind-sets, create sales pitches based on how your brand fits into your consumers' lifestyles, and fully satisfy the trade buyers' needs and expectations.

Even the most experienced salespeople tend to simply adopt their marketing department's version of their brand. Stiff helps you become a “Brand Ambassador” by making your brand your own, finding the emotional connection between your customer and your brand, and speaking “Brand Language” to serve buyers' needs. The Brand Staircase gives you the tools you need to

- Discover the inherent value in your brand and sell from it
- Avoid “hollow brand promises” and break through the “glass ceiling of price”
- Build on marketing efforts to leverage your brand's identity and positioning in the marketplace

Stiff illustrates key points through practical selling experience at NCR, DeWALT, and Black & Decker. He combines that knowledge with engaging real-life case studies and proven examples from Fortune 500 companies within multiple industries. His sample dialogues and common brand examples in the marketplace make selling the brand come alive.

Whether you're selling B2B or B2C, or you're a sales manager leading the charge, *Sell the Brand First* will change the way you look at selling and the way you sell for the better-and for good!

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### Editorial Review

From the Back Cover

**Why make selling harder than necessary?**

**Lead with your brand!**

Featuring real-life examples from internationally recognized brands such as IBM, NCR, Black & Decker, Home Depot/Expo, and DeWALT, *Sell the Brand First* offers priceless tips on selling your brand, its function, and its value to your customers.

“Practical advice on how all salespeople can use the brand to boost their sales.”-Neil Rackham, bestselling author of *Spin Selling*

“Selling a product without the brand is like selling a car without the wheels! This is a great read for anyone who touches the customer and interfaces with the brand!”-Dan Gregory, Vice President - Marketing, DeWALT Industrial Tools

“If you want to build your brand and think it resides only in the territory of marketing, then read *Sell the Brand First* and put its new principles to work.”-Clifford Hall, Chief Operating Officer, Timex Group

“Building a successful organization requires all employees to focus on continually creating brand value, especially salespeople who are the first line to customers. Dan Stiff's approach provides sales professionals with a unique framework to do just that.”-Paul Butler, Director, Global Organizational Learning and Development, Gillette

“In today's business environment of mega retailers, global product sourcing and private label brands, domestic manufacturers must focus on 'selling the brand first' to add value. A seasoned industry executive, Stiff shares insightful, hard-hitting examples of Brand Selling at its best!”-Thomas P. Armstrong, Vice President-Vendor Service, Home Depot

### About the Author

As president of Leadership Performance Development, Inc., **Dan Stiff** specializes in showing companies how to leverage their brand strength, lead teams, and sell in the modern business climate. His clients include Baldwin, Home Depot/Expo, Aviall, Beretta USA, Purdy, and Juno Lighting Group. Stiff speaks to corporate groups 40 times a year and also has a network of affiliates who teach his sales methods to top corporations such as IBM, Pepsi, Pfizer, Nextel, and AOL/Time Warner.

### Users Review

**From reader reviews:**

**Cary Barrett:**

The e-book with title *Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty* (Business Books) includes a lot of information that you can understand it. You can get a lot of benefit after read this book. This specific book exist new know-how the information that exist in this guide represented the condition of the world today. That is important to you to learn how the improvement of the world. This specific book will bring you inside new era of the syndication. You can read the e-book with your smart phone, so you can read it anywhere you want.

**Mildred Miller:**

Do you have something that suits you such as book? The e-book lovers usually prefer to pick book like comic, quick story and the biggest one is novel. Now, why not hoping *Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty* (Business Books) that give your fun preference will be satisfied by simply reading this book. Reading behavior all over the world can be said as the method for people to know world much better then how they react in the direction of the world. It can't be said constantly that reading habit only for the geeky man but for all of you who wants to be success person. So , for all of you who want to start examining as your good habit, you are able to pick *Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty* (Business Books) become your current starter.

**Alejandro Wisdom:**

Reading a book to get new life style in this season; every people loves to study a book. When you learn a book you can get a wide range of benefit. When you read books, you can improve your knowledge, simply because book has a lot of information into it. The information that you will get depend on what sorts of book that you have read. If you want to get information about your analysis, you can read education books, but if you want to entertain yourself you can read a fiction books, this kind of us novel, comics, along with soon. The *Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty* (Business Books) provide you with new experience in examining a book.

**Erik Figaro:**

Many people spending their time frame by playing outside together with friends, fun activity with family or just watching TV all day every day. You can have new activity to shell out your whole day by looking at a book. Ugh, you think reading a book really can hard because you have to take the book everywhere? It ok you can have the e-book, taking everywhere you want in your Smartphone. Like *Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty* (Business Books) which is having the e-book version. So , why not try out this book? Let's find.

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