

Break the Barriers to Your Company's Success.



Once you recognize the barriers to sales growth,
Strategic Brand Marketing will help you break through.

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Barrier #1: Low value recognition

Your prospects don't recognize the value you bring.

The symptoms of low value recognition include flat sales, a demoralized sales force and a frustrated sales manager. Year after year, no matter what marketing communications (marcom) tactics you invest in, your prospects do not recognize the value of your products or services. As a result, many prospects default to old habits, buying whatever they've bought in the past; and those that switch to another manufacturer tend to choose an imitator of yours, for reasons that are vague and inexplicable.

The most perplexing symptom of low value recognition is that none of your lost prospects can tell you why you lost them. Your sales manager contends that your prospects are either stubbornly resistant to change or they are being misled by competitors that keep offering lower prices and deceptive value.

BARRIER BUSTER: Progressive brand marketing recognizes that your first customer is your own organization. So when a market segment fails to recognize the greater value you bring, it is very often because this greater value (your brand identity) has not yet been clearly defined for your own organization. Specifically, your branding and marketing gears need to mesh, first to help you develop, define and understand your greater value internally, and to then provide the strategies that will align your people and enable them to successfully convince a customer segment of your value. Defining this value is vitally dependent on concurrent, profound insight to related problems and opportunities within a given customer segment (see Barrier #3).





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Barrier #2: Organizational entropy

Marketing indecision is preventing business momentum.

A visitor to your industrial manufacturing facility would see an organization apparently on the move, but you know better. For some time now, your people have been going through the motions and here is how you can tell: They move from one business ritual to the next, from meeting to meeting, they fill their calendars with apparent productivity, but no real sales growth. The months have gone by and your closest, longest-term customers are becoming more distant. Just as deadly, your prospective customers seem to have retreated into an impenetrable fog.

The illusion of motion can mask the problem of organizational entropy for months, even years, until you diagnose the cause of this insidious inertia for what it is – the absence of highly strategic marketing and branding. Marketing is the discipline of creating customers, and when this discipline is absent, your organization is unequipped to act as a unified and highly motivated company. Even high cash incentives will not work, when alignment between marketing and sales, so essential to customer development, is missing.

BARRIER BUSTER: Progressive brand marketing enables your organization to pull together, perform and grow as one company. It enables your core coalition to lead based on a clear vision, mission and message. It fosters this alignment and leadership, by communicating and supporting highly strategic goals, activities and tactics that enable your people to sustain a productive and winning effort.



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Barrier #3: Weak market insights

Guessing only keeps your marketing in the dark.

In the absence of essential insight into the beliefs, values and aspirations of a customer segment, you and your people are left guessing as to the marketing strategy that will grow your sales to that segment. In fact, one of the symptoms of weak market insight is the preponderance of guessing that occurs toward the end of every fiscal year, when it comes time to renew the marketing communications (marcom) plan and budget.

An industrial manufacturing company that lacks market insights is fated to suffer the symptoms of low brand awareness and forced commoditization. This is because the company is unable to systematically leverage its greater value delivery potential. Having failed to internally define this value by way of a clear brand identity, and with inadequately gathered market intelligence to guide strategic marketing, the company is fatally unsupported.

BARRIER BUSTER: Progressive brand marketing programs are powered by essential insights into your customer segments. Along with a clear understanding of your company's business advantages (see Barrier #1), strategic brand marketing leverages deep customer insights to convert underperforming industrial marketing and "marcom" activities into disciplines that contribute vitally to business success.



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Why strategic brand marketing

If you are a business leader at a “challenger brand” industrial manufacturing company, then you may have recognized the serious limitations of conventional B2B marketing communications (marcom) that are perennially based on pushing line card awareness, rather than organizational development, growing sales and increasing market share.

Progressive brand marketing begins with an insight-driven approach to build internal value definition and external value recognition. Guided by this interdependence of brand identity and brand image, brand marketing communications support business growth.

Brand marketing is a process that understands these interdependent variables...

- The first purpose of branding is to guide organizational change toward a unifying internal brand identity, an identity that aligns the organization around a clear definition of its value to the marketplace.
- The purpose of marketing is to create customers. Marketing starts with insights into customers’ deeper needs – needs they often do not know they have. By helping a customer define a cost, quality or revenue issue, marketing reveals opportunities for cultivating loyal, better-margin customers.
- Brand marketing communications are not limited to traditional “marcom” activities, but more strategically and creatively support the process of building internal value definition and external value recognition.
- Brand marketing supports the efforts of the sales force, by at last converting the “marcom” discipline from a cost center into a profit center. The company no longer sells itself short, because it no longer acts and communicates like an organization that loves its products a lot more than it loves its customers.



Lead your company to its full business potential: Help your company escape organizational entropy. Build internal value definition and external value recognition. Progressive brand marketing can help you bring out the best in your company, by breaking down the barriers to its success.

To discuss your circumstances, and how Centrifuge Brand Marketing can help your company grow, please contact us directly: 630-317-7759