



Small Business, Big Name:

4 Ways Your

Sales Team Can Help

Build Your Brand

 small business

# Introduction

Coca-Cola. Apple. Disney. Sharp imagery and perceptions come to mind when these brands are mentioned. These are companies that have some of the strongest brand recognition in the world. But all big brands started off small at one point in time, so there is nothing stopping your company's brand from becoming just as dominant. When you're starting out, building a brand can be tough.

As a small business leader, you have a vision of your company's mission and values, but communicating this vision to the world is the next step. While many companies believe that it's up to their marketing team to build the brand, they're missing out on including a team that has firsthand knowledge of how customers think: sales. We'll show you how brand-building with your sales team is the smart way to grow and strengthen your business.

# Table of Contents

- 03** Build Brand Awareness Internally
- 06** Keep Branding Practical
- 09** Deliver the Right Message
- 12** Listen to Feedback
- 16** Conclusion

## TIP #1

# Build Brand Awareness Internally

### What is branding?

According to the American Marketing Association (AMA), a brand is a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." However, many companies played with this definition by adding emotion. A brand is often described as "a company's personality" or "a feeling evoked when you hear about a company." Simply, a brand is your company's identity, and the perception people have of your company. Branding (verb) includes the activities or communications that companies perform to reinforce their brand.

Some small businesses believe that branding is something that only big companies need to worry about. These companies are missing out on a key opportunity for growth. All companies, both large and small, can benefit from brand awareness. Branding, when applied consistently, helps people remember your company – or even better, what differentiates your company from its competitors.

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Luckily, building a brand doesn't have to involve pricey TV commercials or working with expensive ad agencies. At many companies, marketing is often seen as the "gatekeeper" or "policer" of a brand, but they can't do it alone. At a small business, everyone can pitch in to make sure branding is effective. In particular, the sales team is well-equipped to take on this task, as they tend to have deeper relationships with customers.

As company ambassadors, make sure your employees are all using the same playbook. Everyone from sales, to customer service, to marketing should know what the brand stands for and how to represent it. So how do you actually do that?

## 1. Establish guidelines and make them accessible.

No need to get into the nitty gritty details here. Unless your sales team is creating their own collateral, you don't necessarily need to share approved fonts or stock photo rules. A 1-page info sheet with on-brand messaging examples, an infographic, or even a poster hung in the office kitchen can help a new employee quickly learn about what your brand represents.

## 2. Make your brand visible in your workspace.

Visual cues around the office can help reinforce the company's identity. For instance, the common areas in Salesforce offices often display larger-than-life photographs of employees, executives, and customers at our annual Dreamforce conference. Walls are painted in company colours, and wall monitors share news and announcements. This is an example of visual brand-building encouraged in a workplace environment. No matter how you want your brand to be perceived – classic, contemporary, stylish, fun – you can translate that message into a visual medium your employees can use.

## 3. Keep your message front and center.

Lots of companies have brand values they want to reinforce. Helping employees remember this can be as easy as mentioning it during company meetings. For instance, if you want your brand to be known as helpful or grateful, acknowledge members of your team who helped accomplish a task or

project. Mention those values when addressing your company or teams. Some workplaces even incorporate these into the workplace decor with decals, paint or artwork. Keep echoing your message. It may seem repetitive, but consistency is key to brand-building.

## 4. Create branded gear.

Branding is much more than logos and swag – but swag with your logo can be a simple, cost-effective way to promote your brand. Smaller ticket items, such as stickers or keychains, won't set the company back very much, and more expensive items including apparel or electronics can be used as rewards or as giveaways during special events. Branded gear helps get the word out to customers about your company in a creative way. It also helps maintain the consistency and repetition of your brand in the marketplace.

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### Ready to learn more?

Build your brand where your buyers are. [Here's how to transform your sales team into #socialsellers.](#)





*“We know that Salesforce is the future for us. We’ve set the platform up for long-term growth and we have complete confidence in its scalability.”*

Vince Scully  
CEO



Life Sherpa succeeds at every step with Salesforce.

Life Sherpa was born from Scully’s realisation that good financial advice should be available to people who don’t have much money. Life Sherpa is designed for these people. Via a low-cost subscription service, members can access the vast array of educational information on the Life Sherpa website and get a direct line to their own Sherpa, or finance coach.

## TIP #2

# Keep Branding Practical

Your sales reps are in the trenches every day. They're focusing on talking to prospects and leads, building customer relationships, and closing deals. Brand-building may not be the first thing on their minds, but it can easily be reinforced during the customer's journey through the sales cycle. For instance, if you want your brand to be perceived as youthful and trendsetting, you probably don't want to use an outdated presentation with stodgy, corporate jargon. It goes against the perceptions you're trying to build. You could present using a more dynamic medium and use messaging that shows how your company is unique and special. As we mentioned in the previous chapter, ensuring that all employees understand the brand is important, but in this chapter we look at specific ways sales can reinforce branding every day.

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### Create a Sales Toolkit

A good way to integrate brand-building into the sales cycle is to create tools to aid the process. The following list highlights a few examples of tools that can help a sales team, while integrating brand message.

### Buyer painpoint & solutions cheat sheet:

You wouldn't talk to a business associate in the same way you communicate with a toddler. Knowing your audience and what they need can help separate you from competitors. Create a buyer persona cheat sheet to pinpoint the most effective ways of communicating with prospects and customers. A simple, user-friendly

document like this can help your team deliver the right message every time while reinforcing your brand's value. To find out more on how to create a cheat sheet, read our post here.

## Prospect talking points sheet:

Salespeople are masters at reading a room and figuring out how to quickly respond to scenarios. Creating a set of talking points for prospects helps your team approach prospects using the brand's tone. Different talking points should be created for different types of buyers, but in the end, they should all speak to your brand's voice.

### EXAMPLE SCENARIO

You work for a startup that provides cloud-based HR recruiting solutions to other businesses. Your company prides itself on ease of deployment, speedy applicant screening, and thorough customer service. Here are some talking points you might create for speaking to a Director of HR:

1. "We've been hearing that many of your companies are frustrated with how difficult it is to weed through the volume of resumes they receive to find quality candidates. Are you seeing that as well?"
2. "How are your competitors recruiting talent? Are they doing something you're not, but wish you were?"
3. "What are your top goals for the year? Are you close to fulfilling them?"
4. "So much of the recruitment process can be impersonal. How does your team balance rejecting unqualified candidates while still delivering a positive applicant experience?"

## Email templates for new contacts:

Email communications can be tricky since you can't gauge your contact's reaction. However, staying on brand is relatively easy since you can use an email template with your company logos and keep the tone of the email on-brand. We'll look more at email templates and how they can make branding easier in the next chapter.

## Customisable product presentations:

Presentations are an essential tool for sales. Create customisable product presentation templates to speed up the personalisation process. Presentation software such as PowerPoint can be loaded and customised with company logos, colours, and style. Once the basics are in, all your sales team needs to do is personalise the deck with relevant industries, statistics, and company names.

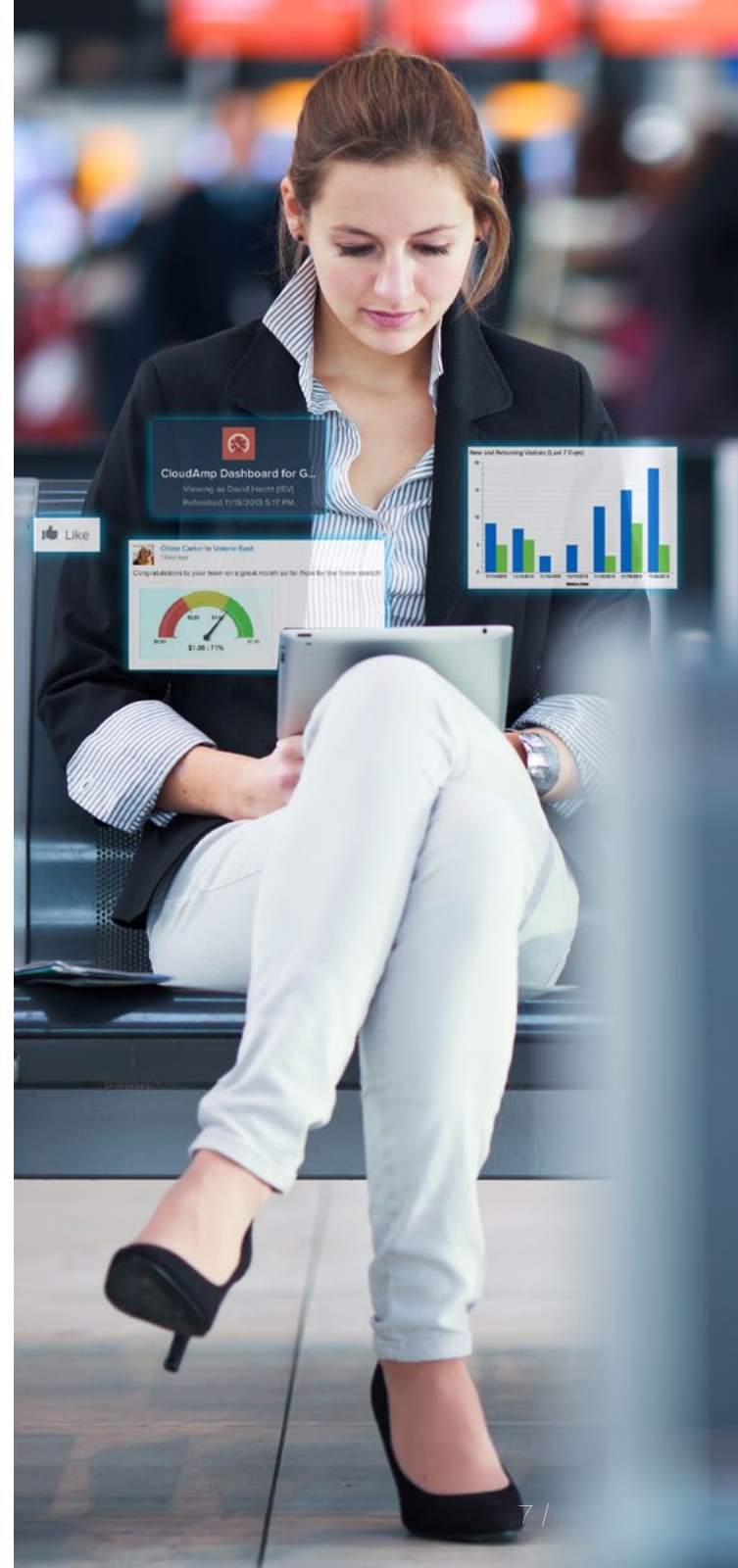
## Objection messaging:

Most of your customers or leads will have some obstacles or concerns in mind when they speak with you. Anticipate their dilemmas by creating some objection talking points while keeping the brand tone in mind.

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## Ready to learn more?

Build up your pipeline and keep it growing.  
[Learn how.](#)



*“When you’re social, you don’t need a \$100 million advertising budget. You just need good ideas.”*

Joe Middleton  
CEO



PlayerLayer succeeds at every step with Salesforce.

PlayerLayer makes custom-branded clothing for consumers, schools, sports teams, and universities in the UK. By leveraging Salesforce and an active social media presence, PlayerLayer is able to compete with huge athletic brands by getting to know their customers better than larger companies.



A woman with long dark hair, wearing a grey t-shirt, is smiling broadly and looking upwards. She is holding a needle and thread in her right hand, extending it outwards. The background is a workshop or sewing room with a sewing machine on a table, shelves filled with fabric and supplies, and a window with blinds. The overall atmosphere is bright and positive.

## TIP #3

# Deliver the Right Message

Marketing automation systems have been a huge help for busy marketers, but you might be surprised to learn that sales teams can use them, too. With Salesforce Engage, a sales team can hugely benefit from marketing automation tools, such as Pardot. It's like giving each rep a personal marketing assistant. Sales teams can save time, see what's working, and share your brand's message with leads in a highly personalised way.

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### Engage Alerts

It'd be great if you could read a prospect's mind. Then you could really understand their concerns or what solutions they're looking for. With Engage Alerts, a real-time feed of prospect activity via mobile or CRM, you can get instant visibility into how your prospects are engaging with product and marketing materials. Is your prospect visiting on the pricing page? Maybe they downloaded your IT requirements datasheet. Customisable alert filters allow sales reps to customise which buying activities are most important and enable them to reach out at the moment of engagement with personalised, targeted messages.



## Engage Campaigns

Engage Campaigns increase the quality and personalisation of interactions by empowering sales teams to deploy their own tracked email campaigns in just a few clicks. Projecting a consistent brand has never been easier. Sales reps can pull from a library of marketing-curated email templates, so that they're always presenting the most current messaging. Did you meet a new prospect at the event you attended this morning? Easily add them to your upcoming campaign right within your CRM, or start nurturing them instantly from your mobile device.


## Engage Reports

You sent out several Engage Campaigns last month, and want to understand which template resonates best with your audience. Interactive dashboards display the latest clicks, open rates, and click-throughs. These reports allow you to optimise your campaigns so that you're using the messaging that will make the biggest impact. Did your highest open and click-through rates come from an email about your company's mobile app? That could indicate that accessing your products via smartphones and tablets is a hot topic for your prospects, and perhaps a key buying factor. Not only does this help you refine future campaigns, it also provides a great starting point for your next conversation with the prospects who clicked.

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## Ready to learn more?

Get to know the ultimate power couple. Check out our free whitepaper, [A Sales and Marketing Love Story](#).



*“Salesforce was the only solution in the market that ticked all of our boxes. It puts all customer information in one place so that we have a single view of every customer, across all of our teams.”*

Roger Burgess  
Executive Director, Technology & Operations



Ivy College succeeds at every step with Salesforce.

Online and blended education provider, Ivy College is one of Australia’s most recent education success stories. Ranked by BRW as the fourth most innovative company of 2015 and named Australia’s top medium-sized business for service excellence by the Customer Service Institute of Australia, Ivy is leading the way with its innovative customer-centric approach to online learning.



## TIP #4

# Listen to Feedback

Involving sales early on is extremely helpful in brand-building, but it's never too late to get everyone involved, even if you're a more established small business. Survey or gather your sales team together and figure out what the most effective practices and strategies are. Get a consensus on what customers are saying, how they're responding to pitches or demos, and what their concerns are. Armed with that knowledge, sales can subtly insert branding into their day-to-day tasks, simultaneously strengthening their interactions and reinforcing company messaging.

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Let's practice with a few sample questions and answers, as well as their corresponding branding solutions to make sure the conversation goes as smoothly as possible.



## Example Question and Solution Scenarios

### **Q: How do you qualify leads? How do you approach them?**

A: I talk to new leads who filled out a form on our website and downloaded our whitepaper. First, I do some research on the company and find out if they fit into our customer profile. Then I talk to them about the whitepaper they downloaded and ask them about their current situation and needs in order to qualify them.

### ***Branding solution:***

If the lead is ready for a pitch, let's use the buyer pain point & solutions cheat sheet to further discuss what their company needs and what they are looking for. Our company branding values transparency and honesty, so let's create a competitive analysis grid for our customers, showing them where we stand out and where our competitors are stronger.

**Q: What tools do we use during pitches and proposals? What do we need to align these materials or make them better?**

A: I use presentations, demo videos and case studies when I talk with clients.

*Branding solution:*

Let's create a few customisable pitch decks, either based on persona or industry vertical. We can embed or link to videos in the presentation. We'll also add in a further reading slide that links to relevant case studies and any other information we think will be helpful. That way, we'll have a fully packaged set of messaging and visuals always ready to go.

**Q: What kind of messaging or language resonates with customers and makes them perk up? Does this vary depending on industry or job title? How can we interact with these different customers in a way that stays true to the brand?**

A: Regardless of the industry or job, our customers always are attracted to our product's ease of use. It's so much easier to use than our enterprise competitor's product, right out of the box. When we show the demos, prospects really respond to the clean design and immediate functionality.

*Branding solution:*

Ease of use is a universal concept that spans industries and job functions. Let's play up this advantage in our sales and marketing efforts to boost branding. We are a young, innovative company, so let's position ourselves as a modern, customer-friendly alternative

to our competitor. If we don't know too much about a prospect before an initial meeting, we can use this as a default talking point to find out more about their current situation.

**Q: What are the biggest concerns that prospects have with our products? Do we have cohesive messaging that anticipates and provides solutions for these concerns?**

A: They're concerned with our price points. Our competitors are able to undercut our prices and we sometimes fail to close in competitive situations due to this.

*Branding solution:*

Our branding strategy needs to focus on the value, trust and the long-term solution we're delivering. Our prices may be a little higher, but we've got a more reliable product that is easier to use, and we've invested in dedicated regional customer support teams. We're in it for the long haul with our customers, not just a quick fix. Let's create an email for our engage campaigns that highlights all of the features and services our customers get that are unique to our company and are standard, not premium. Also, let's request marketing to create an e-book that aligns with this messaging, like "How to Choose the Right [Product/Service] for Your Company."

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Ready to learn more?

Combine sales feedback and hard data to inform your growth strategy. [Find out how to extract meaningful insights from your sales data.](#)





*“We’re a company that focuses on high-tech start-ups, so we wanted a high-tech CRM solution. That’s what we found with SalesforceIQ and I can see us using it for a long time yet.”*

Jason Lim, Associate



ADVENTURE CAPITAL

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Adventure Capital succeeds at every step with Salesforce.

Adventure Capital is an Australian early-stage technology venture capital fund based in Melbourne. The Partners at Adventure Capital also operate the York Butter Factory co-working space, which helps connect high growth potential start-up businesses operating on a low capital base with large companies and other investors.

## Conclusion

Building a brand for your company takes a lot of upfront work – you're creating a name for your company from scratch. It forces you to think through your business plans, and consider who your ideal customers are and how you want to present yourself to them. Tough as it can be, going through this process is extremely rewarding as it will help you create a company presence that goes beyond a name and a tagline. Recognisable brands are not only easier to sell, they offer your company entry into new growth scenarios before you're even aware of them.





# RESOURCES YOU MIGHT ALSO LIKE:



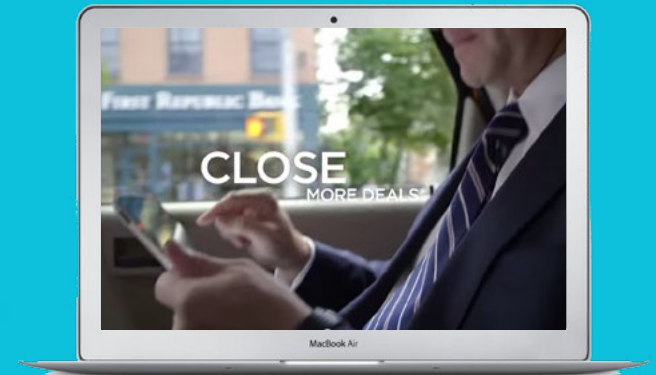
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