

Rebrand Creative Brief

7/13/16

Who are we?

We are a sales skills training and performance improvement company located in the Washington, D.C. area. We offer five programs on different areas of the sales cycle, delivered through various virtual and classroom channels.

Our managing partners have over 35 years of experience in the oft-maligned sales training industry, and they are the first to say it's broken. There are far too many "practitioners" who lack the three capabilities necessary for a successful client outcome:

- Legitimate content sourced from large databases of research. We are the only company in our space that trains based on statistically significant scientific findings, developed through studying real sellers working with real customers.
- A verified process to translate newly learned skills into sales habits. We use tangible approaches in real selling environments that anyone can apply and track.
- A flexible approach to ensuring behavior change. We focus on long-term impact and provide extensive tools for reinforcement unique to every client.

We care deeply about improving the sales training industry and sales professionals everywhere. We believe that people are an organization's greatest asset, and we are passionate about helping them get better through proven methods.

We value methods that are **objective, measurable** and **enduring**, and *people* that are **invested**.

These values and points of differentiation will serve as a guide for this project. We strive to build a brand presence that introduces our values and emphasizes our differentiators at every touch point.

What are we doing?

We are undergoing a complete rebranding of our corporate, customer facing identity but not our products or services. This project will entail a new company name, supporting tag line, new logo and graphic identity, corresponding website, matching collateral pieces and integrated social media pages. The corresponding project plan has more detail on the tasks comprised in these steps.

Why are we doing it?

The most pressing motivation for this project is the extreme confusion caused by our current name's similarity with a former affiliate. The severity of the confusion is such that any change would be an improvement on the status quo.

However, the rebranding process also presents a unique opportunity to reposition in the market. Given the tawdry state of affairs in our space, it would be compelling to establish ourselves as an instructional resource and thought leader. If we educate the market on how to buy and help them understand what a good outcome looks like, it will assert our expertise as elite sales professionals and training providers. Simultaneously, being proactive about informing our market with genuine good-will reinforces our values (Invested, Objective, Measurable and Enduring) and highlights our differentiators.

Consumers now are better informed than ever, but this is not yet the case in our industry. There is a void of understanding in evaluating sales training. It would be extremely beneficial to orient our new brand positioning to fill this gap. Doing so would support and correspond directly with our values and company culture.

Who are we doing it for?

The target audience for this project is represented in the attached buyer persona document. Our primary persona is a VP of Sales at a company with 100+ reps. He is male, over 40 and married with two kids. He can be qualified as a self-assured, tough but fair leader with experience making important buying decisions. His pain points are an inefficient sales process and turnover, dealing with changes in directives from management, and struggling to hire and equip the right managers.

A healthy consideration of our buyer personas is vital at every decision making point.

How will this project be used?

The results of this project will be used to represent the company in all public and customer interactions, inform marketing and sales messaging, and aid with the strategic positioning of our services.

Please consult the corresponding project plan for a detailed outline of tasks, responsibilities and schedule.

Brand Values Extracted

Objective

A scientific approach underlies everything that we do. We're passionate about discovering, proving and sharing the best methods for success. We are the only company that trains based on statistically significant findings from years of research, developed through studying real sellers working with real customers.

Measurable

Education is just one part of training. Without a proven process to help translate newly learned skills into habits, little can be gained. Whether evaluating ROI, or facilitating adoption by reps, we give you clear, well defined steps to know where you stand. We strongly believe in using tangible approaches that anyone can apply and track.

Enduring

We take the long view, and actively maintain partnerships after engagement. Our training curriculum was built to ensure long-term behavior change, and we provide extensive tools for reinforcement to every single client.

Invested

As a company, we wholeheartedly believe in what we do and practice what we preach. We are committed to the individual success of our clients, because we care deeply about improving the sales training industry and sales professionals everywhere.

We need a name that:

Communicates commitment and a desire to help

Isn't limiting for future endeavors

Is memorable and stands out

Clearly indicates what we do