

GLOBAL BRAND ACADEMY

Creating Branded People

Programme Outline

TURN Me ON: **Strategies To Build** **Your Personal Brand –** **The Sales Edition**



TURN Me ON: Strategies To Build Your Personal Brand – The Sales Edition

There are 7.2 million people on this planet. How do you stand out and use that standing to drive your sales efforts? Make a difference by building a unique, world-class brand with our proprietary 5D branding framework and learn how to turn on your brand.

Synopsis

Brand credibility is the key to building a strong audience. To win in your market, you need a unique and memorable personal brand - that's how the world will know you're credible, trustworthy, and sincere about building a deep connection with it. This programme is about being able to sell and position your brand with clarity and having a long-term action plan to be able to impact your brand in their lives and using this positioning to drive your sales efforts. Master the art of social selling by developing unique value propositions and connect powerfully with your audience. Learn how to get people to trust you - and ultimately buy from you.

Key learning outcomes

- **DISCOVER:** The process begins when you start understanding your strengths, your market, and gain key insights for you to craft your brand, create trust, and ultimately use that trust to cash in on your customers.
- **DEFINE:** Define your market, your network, your audience, and learn how to identify specific needs and gaps in your relationship with your audience - and utilise it to your advantage so you're more likely to close huge sales deals with people who trust you and see that you understand them.
- **DEVELOP:** Learn how to develop and craft your unique value proposition and message to your audience and consumer base and drive your sales no matter where you go.
- **DELIVER:** Learn how to plan a strong strategy in delivering your brand across key touchpoints.
- **DRIVE:** Accelerate brand growth with your fully-developed brand plan and dominate the competition in the market with industry-proven brand templates and strategies and sell your products with ease.

Who's it for

- Sales Teams
- Sales executives
- Entrepreneurs
- Management executives and leaders
- Business owners

Program Format: Keynote/Workshop



GLOBAL BRAND ACADEMY

Creating Branded People

Brand Strategy
Internal Branding
Branded Customer Experience
Sales & Marketing

www.jeromejoseph.com

www.theglobalbrandacademy.com

55 Serangoon North Avenue 4

#01-03 S9 Serangoon North

Singapore 555859

T +65 6288 7812

M +65 9271 6973

F +65 6288 3946

E jerome@jeromejoseph.com

Singapore Australia Malaysia Vietnam UK

