

## **Inspire Raving Fans by Branding the “Why”,**

Facilitated by Cindy Byrd, image potential training & consulting

In today’s competitive business environment, it’s easy to focus on outdoing the “other guy” or on luring customers with costly sales promotions. What if the focus was on competing against yourself instead of other businesses? What if you realized long-term gains because customers were loyal rather than driven by short-term incentives? When others are relying on manipulation to gain customers or retain employees, you can distinguish your business by branding the “why” – why you started your business in the first place, why your business exists, why you do what you do, and why anyone should care.

This interactive and insightful session will introduce a unique branding method that can be applied to any type of business or organization, new or existing. In addition to developing a business brand profile using this method, participants will:

- Discuss the difference between making transactions and building loyalty
- Compare the components of brand identity and brand personality
- Review examples that show the significance and benefits of focusing on the “why”
- Learn how customers and employees alike can be inspired to become raving fans

Date: Tuesday, June 27

Time: 7:30am – 9:30am

Cost: \$60

Maximum enrollment: 20

Prerequisite: none

Location:

Integrity Learning Center  
816 S. Eldorado Rd., Suite 5  
Bloomington IL 61704

To register:

<https://www.integrityts.com/services/learning-and-collaboration/courses-2/>