

Developing the Next Leaders

Time to do the things you love

Building Your Brand

Question: Should your clients look like the way you sell?

Building a brand as a salesperson is essential for establishing trust, building relationships, and ultimately, making sales with all types of clients. A strong brand can help you stand out in a crowded marketplace, attract new clients, and establish yourself as an authority in your industry. Here are some key steps to building a brand for a salesperson:

1. Define Your Target Market

Before you can build a brand, you must know who your target market. Who are the people you want to sell to? What are their needs, desires, and pain points? Once these answers are established, then and only then, can you be sure this is the right brand for you. By understanding your target market, you create a brand that resonates with them and speaks to their specific needs.

2. Develop Your Value Proposition (Your Brand)

Your value proposition is the unique benefit that you offer to your clients. It's what sets up why they should meet you, what they should expect in working with you and sets you apart from other salespeople with similar "products." To develop your value proposition, think about what you do differently than other salespeople in your industry. What do you bring to the table that others don't and why would a client care about it?

3. Establish Your Brands Value

Your brand value is the way your communication is received by your target market. It's the tone of voice, style, and messaging that you use to convey your value proposition. To establish your brand value, think about the traits and characteristics that you want to be associated with your brand and do your clients really need someone/something that solves for that?

4. Create a Strong Online Presence

In today's digital age, having a strong online presence is essential for building a personal brand. This includes having strong social media profiles, and a strong LinkedIn presence (I know compliance can seemingly make this a challenge, but there are a lot of people who are doing it, so can/should you). Your online presence should reflect your brand value and your value proposition and provide clarity on both to your target market.

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5. Build Relationships with Your Target Market

Building relationships is/was and likely always will be the key to successful sales. As a salesperson, you must establish trust and credibility with your target market. This means being responsive, helpful, and providing value at every stage of the sales process, this purpurates your brand and draws others to it and you. By building relationships with your target market, you establish yourself as a trusted authority, for that target market, in your industry.

6. Consistently Deliver Value

Finally, to build a strong personal brand, you need to consistently deliver value to your target market. This means providing helpful information, advice, and support at every stage of the sales process **regardless if it leads to a sale**. By consistently delivering value, you'll quickly establish yourself as an authority in your industry and build a loyal following of clients and prospects.

Building a brand as a salesperson requires a combination of understanding your target market, defining your value proposition, establishing your brand value, building a strong online presence that supports it, and consistently delivering value. You follow these key steps; you establish yourself as the trusted authority in your industry and you build a sustainably successful sales career.

