

## TRG LEADERSHIP TOOL

"Practical Means for Dealing with Difficult Times"

On an ongoing basis, this section of our site will feature business tools and planning considerations designed to assist leaders for whom "just keeping up" is not good enough. These notes will focus on sequences of thought and action intended to enhance the positioning for your group, both on a long and short-term basis.

Please check back frequently to review the next tool. Visit our [LEADERSHIP TOOLS ARCHIVE](#) for previous tools.

## SERVICE-RELATED BRANDING DEVELOPMENT

**BRANDING:** All concepts, images, and phrases used to establish and advance the perception of the nature and value of an entity or individual.

The following development sequence is designed to help the leadership of an enterprise assess and then reset the perception and positioning of the group.

No one aspect of the questions listed below will automatically point to success, but rather the discipline of following a **SEQUENCE** of thought through to the end is likely to lead to enhanced positioning.

**NOTE:** Since no one sequence will be ideal for all entities, the following has been crafted for organizations primarily focused on the provision of services. Please contact TRG through this website to receive (without obligation) the sequence variant associated with retail marketing, manufacture, specialized legal services and/or financial interests, etc.

### CLIENTS

What is the range of ABC's current targeted clients?

- What are the primary working categories?
- In the past how has ABC gone about identifying potential new clients that fit into these categories?

### CURRENT/PAST PROGRAMS

What services does ABC currently offer and promote?

- Which programs were previously offered but are no longer in play?

## TRG SERVICE-RELATED BRANDING DEVELOPMENT 5/13/11

---

- What services other than those promoted, advertised or posted on the web does ABC currently have the capability of providing?

Which market niche currently distinguishes ABC from all competitors?

What placement programs has ABC pursued in the past to become known to current clients?

### COMPETITION

Who are ABC's primary competitors?

- Where are they located?
- How long have they been in business?
- How are they configured (employee and revenue base)?
- How are they currently branded?

Which resources are they currently engaging to promote themselves?

What shifts in the background business environment have attracted ABC's past clients away from our offering?

### PROJECTED PROGRAMS

What is the maximum number of engagements that ABC has worked at one time in the past?

- How many engagements does ABC want have in play at one time?

### ABC BRANDING ELEMENTS

Who are we?

- What are our ABC unique methods and proprietary techniques?
- What do we stand for? With whom?
- What defines ABC, emotionally as well as intellectually?

What do our own people think we are?

- And what we stand for?

### DIFFERENTIATION

What are the defining aspects that wrap around ABCs marketplace positioning?

Which Proposition will make our offering powerful, relevant and distinctive?

## TRG SERVICE-RELATED BRANDING DEVELOPMENT 5/13/11

---

What would be an appropriate 3 key word descriptors?

Examples:

- Dell: Direct, Personal, Reach
- Kraft: Flavor, Nutritious, Family
- Amtrak: Convenient, Transport, Reliable

### KEY CONCEPTS

What are the key points of our Elevator Speeches?

- Who should have a say in incenting them?
- How do we communicate/promote them internally?
- What is our expectation of employee/leadership/key stakeholders in terms of presentation to whom?

### CLIENT COMMUNICATION

What concepts have convinced new clients to use ABC's services in the past?

- What if a range of potential clients have never heard of ABC?
- What are the top five communication methods visible and used by competitors to attract potential new clients?

### PRESENTATION

How can ABC build the perception of the talent within ABC?

**NOTE: Examples (only) follow...**

- Should ABC talent participate (speak) at conferences?
- Should ABC (as an entity) host conferences?
- Should ABC talent place articles?

What would be the Cost/Benefit if ABC elects to purchase advertising, web-space or other promotional services?

- What outlets should be considered for this?
- Should ABC prepare printed "leave-behind" or "send to" literature/brochures/information products?

# TRG SERVICE-RELATED BRANDING DEVELOPMENT 5/13/11

---

## WEB PRESENCE/PUBLIC INFORMATION

What differentiation should ABC be offering over the web?

- On a central site?
- On which public sites?
- On Allied group's sites?
- What should be the focus of the blog(s)?

Should ABC make known to potential clients technical detail about the enterprise (such as the size of the ABC?)

- Why or why not?

Which communities should ABC engage?

- What should the extent of their involvement be?

## MANAGEMENT OF GROWTH OF BUSINESS

What policies and procedures are currently in place covering which aspects of next-level business?

Which roles and responsibilities should be redefined as the business grows?

- Which aspects?
- If so, what roles should each of the key team members take?

How often should this be reviewed and reset?

- By whom?

For additional information regarding TRG Planning Development Principles: Part 4, please visit our [Contact Page](#) and send us an Email or simply call us directly during East Coast business hours on our toll free number 1.800.97-REGIS (1.800.977.3447).