

BUILDING A BRAND THAT SELLS

Harnessing the untapped power of your brand to build sales revenue, investor and partner support, and sustainability.



Whether your organization is a business, association or nonprofit, one thing is clear in today's environment: you need every aspect of your organization working toward the critical goal of building revenue and keeping your organization sustainable for the future.

For **business owners**, this means rapidly assessing what products and services can be positioned for emerging opportunities, determining how best to adjust marketing and sales messages to appeal to today's customers, and updating the business strategy accordingly.

For **association executives**, the challenge is to maintain membership revenue, diversify funding sources, enhance programs and keep a strong message 'top of mind' throughout members and other constituencies.

For **nonprofit leaders**, demands range from rebuilding a fundraising program to cutting costs without reducing services – and justifying the organization's unique value to the communities it serves in ways that increase donor support.

In short, all of these situations point to one question:

Is your brand, defined as the combination of visual messages, written words, market perceptions and customer experiences produced by your organization, helping you sell?

Your brand can help you sell in ways you may not have realized. For example:

Establishing an effective **online strategy** can reduce your cost of sales and make your company more efficient, while also enhancing your brand perception.

Defining a new **message to market** this year will inspire confidence and demonstrate leadership in your marketplace.

Restructuring some programs by building **user-generated content** and peer-to-peer sharing could increase your association's value proposition but reduce your costs.

Rethinking your **capital campaign message** and engaging fresh partners in the effort could help you push through your fundraising 'comfort zone' and reach out to new investors.

Wendt Partners specializes in helping organizations build brands that sell™ by enabling them to identify new opportunities to reduce their marketing costs, increase their brand prominence, and enhances their market impact. **Contact us at 717.766.0696 or 202.580.6508** and learn how we can help you build a brand that sells through our [free](#) Branding Needs Assessment.

