

## **4 Steps to Revitalizing Your B2B Brand**

### **1. Discover: Build an inside-out perspective on existing brand.**

Tool – Internal Interviews

Key stakeholders are interviewed to gather their perspectives as to the company strengths and areas of opportunity as well as to define current messaging as to who is saying what and to whom. These interviews are conducted in an informal manner with the promise of anonymity – meaning that the As you would anticipate, following the completion of 10-15 interviews, common themes and/or sentiment resonate. This is the basis for brand activation. This valuable and often candid feedback will inform the 2<sup>nd</sup> step – to build a fact-based outside-in perspective.

At CMG, we use some prepared questions to elicit insights, but a free/organic conversation will enable us to extract the most valuable information. Upon conclusion of the interviews, the findings will be synthesized and used to inform the company's market positioning, messaging and key points of competitive differentiator.

- 1) How would you introduce your company if you are meeting a prospective customer for the first time?
- 2) A question to address to Sales is “When you win, why do you win?” Or conversely, when you lose, why do you lose?
- 3) What issue/opportunity does the company's products/services address?
- 4) How would you describe the value the company delivers to its customers?
- 5) How should the company differentiate against the competition? Or what should we be “industry leading” about and is this something that the customer would value?