



The Delve Group, Inc.

## Brand as a Sales Accelerator in the Outsourcing Marketplace

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# What is Brand?

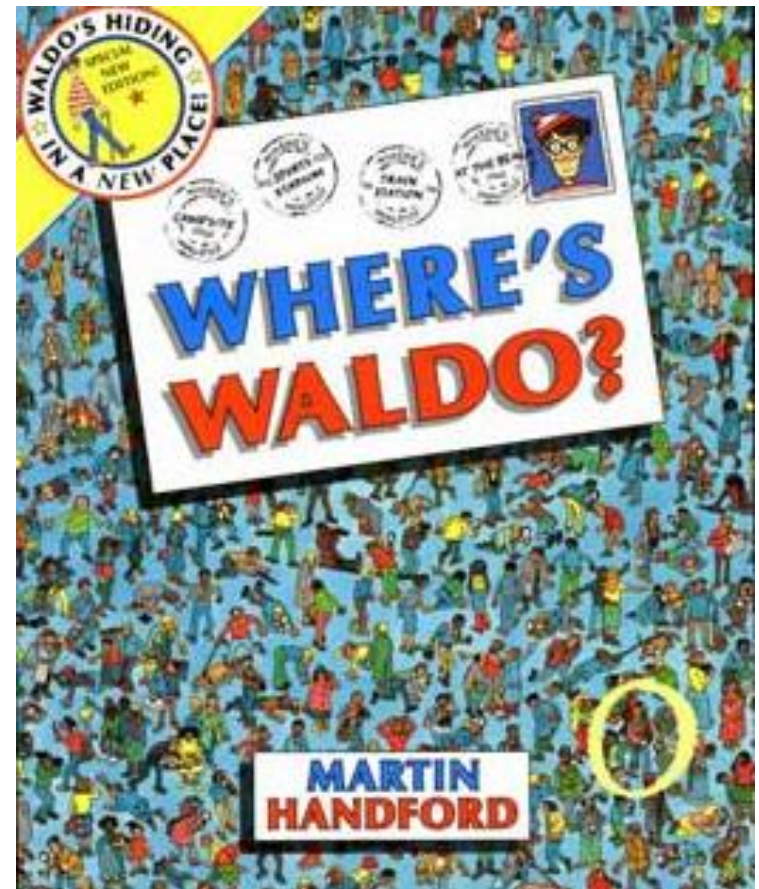
## Brand is .....

- Your promise to the market
- Your point of differentiation
- An expression of your value proposition
- Your point of view
- The identity of your company
- The heart and soul of your organization
- Your most powerful sales tool
- All of the Above

The Right Brand Strategy is a  
Sales Accelerator.

# The World Through a Buyer's Lens

- **Hyper-competition** – The outsourcing marketplace is more crowded than ever before
- **Too many choices** – Buyers are overwhelmed and have trouble differentiating one player from another



Buyers are Looking for Short Cuts to Select Providers

Accenture  
Deloitte Touche Tohmatsu  
Accenture BPO Services  
AccountantAnywhere  
EDS  
iGATE Global Solutions  
Full Service Provider?  
PeopleSoft  
Perot Systems  
ADP  
Convergys Corporation  
Internet Global Services  
American Outsourcing Group  
Rehmann Group  
BearingPoint  
Karyw Global Services Limited  
Brigitte Corporation  
Keane Worluzen  
Caliber Point Business Solutions  
KPMG International  
Data Consultancy Services  
Large or Mid-Market Focused?  
Texoft  
Capita Group Plc  
Genpartn Financial Corporation  
The BISYS Group  
CGI Group Inc  
Source  
Computer Sciences Corporation  
One Stop Shop?  
Wipro Technologies  
(CSC)  
IBM Global Services  
Convergys Corporation  
HighRoads  
Xchanging  
Core3  
IBM Global Services  
Zensar Technologies Ltd.

# Brand from a Buyer's Perspective

- Acts as an Insurance Policy
  - Insures them against risks after buying (“Nobody got fired for buying...”)
  - Creates a dynamic in which the providers reputation will ensure results
- Sets Expectations
  - Enables an understanding of what it will be like to work with a provider
  - Clarifies the provider's point of view, process, expertise
  - Differentiates individual providers from their competitors
- Affects Perceptions
  - Influences providers capabilities and trustworthiness
  - Influences the perception of value they will receive

## Brand from a Buyer's Perspective

“I started my selection process by asking peers and colleagues their recommendations. I confirmed some of the top players from a list in a respected trade magazine.

Then I looked at websites and collateral, specifically searching for capabilities, references, client lists, the management team and what makes them different. If these materials were impressive and spoke to me in a way that resonated, I moved the provider up the list. If they did not pass this scrutiny, they were removed.”

– *Buyer, Fortune 500 Consumer Product Company*

# How Your Brand Can Impact the Sales Process?

- Enables you to differentiate your business from competitors
- Increases likelihood of prospects seeking you out
- Encourages receptivity to your solutions or approach
- Builds more favorable relationships
- Shortens the sales process
- Helps prospects feel they know you before you walk in the door

# Leveraging Your Brand as a Sales Accelerator

## Differentiating Your Company in the Marketplace

## Does This Sound Like You?

We are **global** leaders in deploying **flexible, scalable, integrated best practice** client-centric solutions that imbed **continuous process improvement** and deliver outsourcing or BPO services **efficiently and effectively** to significantly **reduce costs** and **meet business objectives.**

# The World Through a Service Provider's Lens

- **Increasingly difficult to stand out** - What were once key differentiators such as technology, best practices, location, certifications, and aggressive pricing are now “me-too” fodder
- **“Sales is king”** – Short term objectives and immediate results take precedent over long-term strategic efforts such as branding



Who is defining what your company stands for?

If you don't make the effort to define who you are in the marketplace, the ***market will do it for you...***

...And chances are, they won't get it right!

# Many Service Providers Fire Before They Aim

- Let the market define who they are
- Don't know how to effectively articulate what makes them different
- Focus on the “how” not the “what”
- Describe themselves by invoking a competitor's name
- Lead pitch with price or labor arbitrage
- Underutilize their brand



# Leveraging Your Brand as a Sales Accelerator

## 5 Key Tasks to Build Your Brand

# 5 Key Steps to Build Your Brand

## Strong Brands are Built from a Solid Strategic Foundation

1. Be clear who you are and what makes you different
2. Understand your competitors and your prospect's alternatives
3. Define your ideal client – industry, role, needs etc.
4. Build a Message Platform to reach your key audiences
5. Execute a plan to apply this foundation

# 5 Key Steps to Build Your Brand

## 1) Be clear who you are and what makes you different

- Understand your perceptions
  - **Internally:** from a cross-section of the company - e.g. leadership, managers, line workers etc.
  - **Externally:** Understand why client's engage you and how would they describe your strengths and capabilities

# 5 Key Steps to Build Your Brand

## 2) Understand your competitors and your prospect's alternatives

- **Who are they and what are their marketplace perceptions?**
- **What are their strengths and weaknesses?**
- **How do they sell against you?**
- **What other choices do clients have to fulfill their needs?**

# 5 Key Steps to Build Your Brand

## 3) Define your ideal client – industry, role, needs, etc.

- Understand their:
  - **Demographics**
  - **Psychographics**
  - **Needs**

# 5 Key Steps to Build Your Brand

## 3) Build a Message Platform to reach your key audiences

- **Components:**

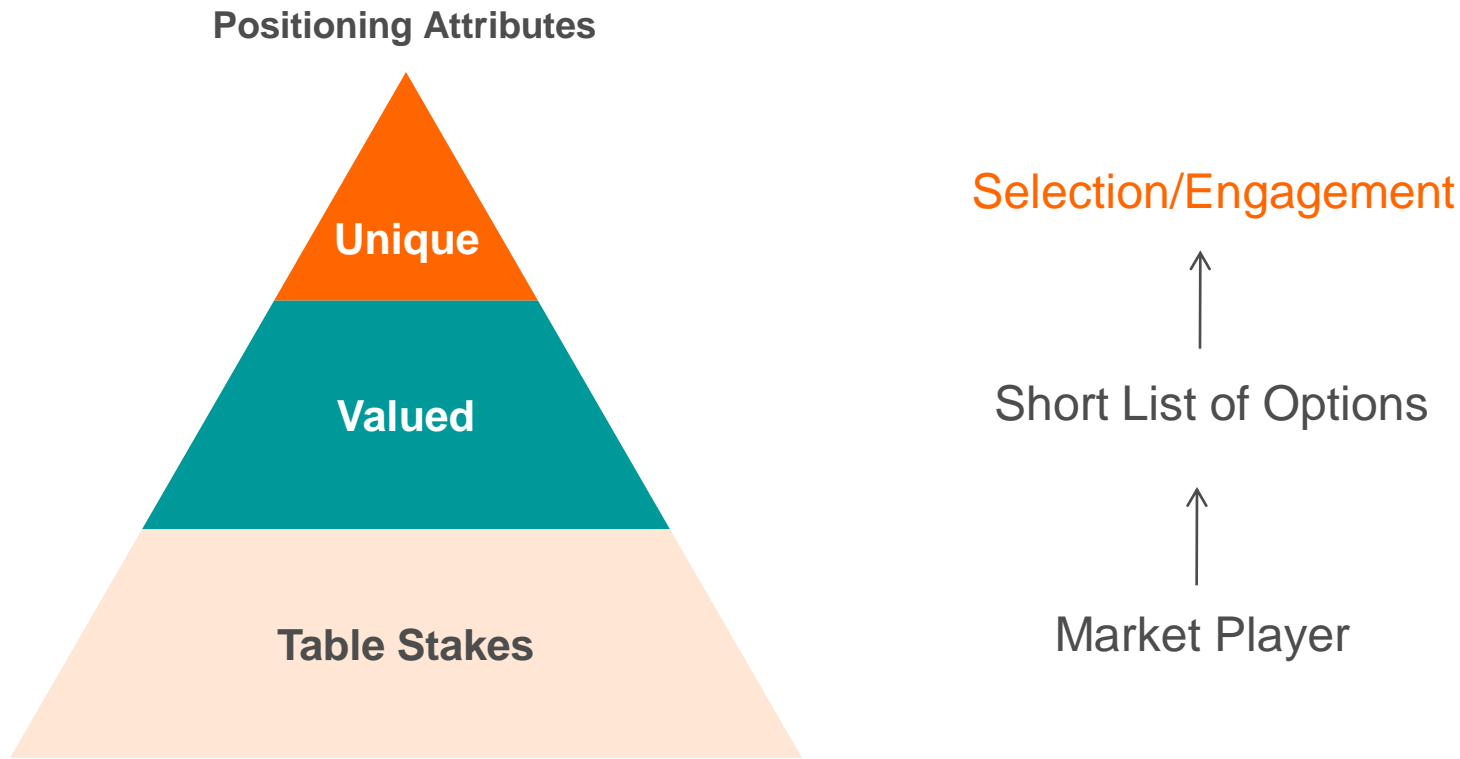
- Positioning Statement Placing the company in a competitive context
- Value Proposition Expressing the benefits clients receive
- Elevator Pitch Memorable summary of what the company does
- Key Messages 3-5 salient points clients need to know

- **Successful Positioning Criteria:**

- Relevant Addresses needs of target audiences
- Credible Based on believable & achievable business attributes and goals
- Differentiated Highlights the desirable, unique attributes and capabilities
- Sustainable Defensible over the long term

### 3) Build a Message Platform to reach your key audiences

Messaging as critical means to attracting clients, and driving demand



Robust brands address all levels of messaging expected and desired in the market

# 3) Build a Message Platform to reach your key audiences

## Message Platform

OVERALL POSITIONING, VALUE PROPOSITION, STORY, ATTRIBUTES

GENERAL MESSAGES FOR ALL AUDIENCES THAT DIFFERENTIATE THE COMPANY

OFFERING MESSAGES

AUDIENCE 1

KEY MESSAGES

AUDIENCE 2

KEY MESSAGES

AUDIENCE 3

KEY MESSAGES

EVERY FORM OF COMMUNICATION

- Print
- Online
- Sales interactions
- Verbal communications
- Visual presence

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# 5 Key Steps to Build Your Brand

## 5) Execute a plan to apply this foundation

- Articulate how you are different
- Know your target audience and what their needs and priorities are
- Infuse consistent messaging in all sales and marketing efforts
- Build a plan to increase demand and grow the business
  - **Sales Strategy and Execution**
  - **Prospect Information and Insight**
  - **Multi-Channel Go-to-Market Plan**
  - **Internal Communications**

# Leveraging Your Brand as a Sales Accelerator

## Summary

# 5 Key Steps to Build Your Brand

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# Why You Should Invest in Building Your Brand?

- Faster speed to market & more deal opportunities
- Better access and consideration by prospects
- Preempts standard questions and objections
- Lowers cost of sales
- Greater competitive impact & better chance to win deals
- Greater impact on deal terms, standards, SLAs, metrics
- Employer- and provider-of-choice status
- Become a market leader. Be the high-bar in the industry



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