



How To Make a Bigger Impact with Fortune 1000 Customers

Client: WOMEN Unlimited, Inc.

A nationally recognized resource for cultivating leadership excellence

Goal: Increase the impact of sales efforts

"People hire a personal fitness trainer when they need an experienced expert to help them execute a regular exercise program. Likewise, people engage me to help them execute their brand strategies. I work with my clients to assess their need and create a customized action agenda (the 'training plan')—and then I develop and apply tools, frameworks, and principles (the 'exercises') that move us toward the goal. Like a personal trainer, I am focused on results—significant, tangible, sustainable results. After all, your brand is like your body—it's the greatest instrument you have—but you've got to use it and keep it strong." —Denise

Assessment

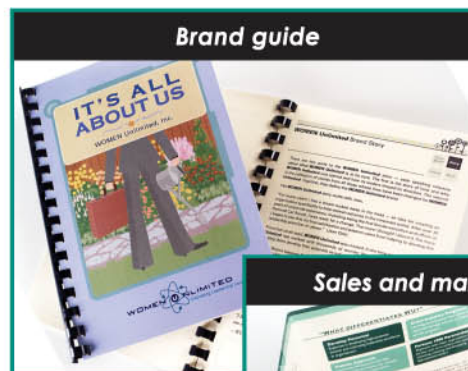
Assessment: We need to align regional sales directors with one common understanding of how to position WOMEN Unlimited to prospects and to equip them with tools to communicate with prospects consistently and impactfully

Program & Plan

Training Program: Brand Alignment and Integration; Brand Marketing

Training Plan:

- **Flesh out** the brand values and attributes and distill them into a framework that is edifying, yet digestible
- **Develop** branded sales messaging such as an "elevator pitch" and "key differentiators," as well as instructions on when and how to use them
- **Engage** regional sales directors with the brand through a workbook-style brand guide
- **Create** an animated PowerPoint-based sales presentation, multi-dimensional sales collateral, and other branded sales materials



Result

Result:

An empowered and well-equipped sales team, which shares one common understanding of the WOMEN Unlimited brand and draws from a common toolbox of sales and communication tools to present the brand to prospects



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