

# Episode #040: What Great Brands Do with Denise Lee Yohn

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- [Episode #040: What Great Brands Do with Denise Lee Yohn](#)

29:38

38:48

[volume](#)

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## In This Episode of The Buyer's Mind with Jeff Shore:

Denise Lee Yohn, author, brand expert, mountain climber and dancer engages Jeff in a lively discussion about brand. When we start to think that brand is just a part of marketing, we've lost sight that frontline salespeople are the first engagement with a company brand. So having a salesperson's core beliefs coincide with a company's core beliefs is a very high priority. Do you believe in your organization? How well do your core values align?

**[If there's a misalignment on brand you'll never succeed because you'll never do your best work.](#)**

## Topics we're going to cover on today's podcast:

[\[1:51\]](#) Quote of the Day

[\[3:13\]](#) Sales Tip of the Day

[\[6:38\]](#) Defining Brand from the Customer POV

[\[7:36\]](#) Some of Our Favorite Brands and Why

[\[15:56\]](#) What Great Brands Do

[\[21:05\]](#) Little Things Count

[\[25:39\]](#) The Importance of Core Values Aligning

[\[29:34\]](#) Climbing Kilimanjaro

[\[36:46\]](#) Motivational Summary

## More about our guest Denise Lee Yohn:

Denise Lee Yohn is the go-to expert on brand-building for national media outlets, an in-demand speaker and consultant, and an influential writer.

Denise is the author of the bestselling book *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* (Jossey-Bass), the e-book *Extraordinary Experiences: What Great Retail and Restaurant Brands Do*, and the highly anticipated upcoming book *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies* (Nicholas Brealey, an imprint of Hachette Book Group, March, 2018.)

Denise enjoys challenging readers to think differently about brand-building in her regular contributions to *Harvard Business Review* and *Forbes*, and has been a sought-after writer for publications including *Fast Company*, *Entrepreneur*, *Knowledge@Wharton*, *ChangeThis*, *Seeking Alpha*, *QSR Magazine*, among others.

With her expertise and inspiring approach, Denise has become an in-demand keynote speaker. She has addressed business leaders around the world, including *The Art of Marketing* in Toronto, *EXPO Marketing* in Bogota, Colombia, and *Entrepreneurs' Organization* in Australia.

Denise initially cultivated her brand-building approaches through several high-level positions in advertising and client-side marketing. She served as lead strategist at advertising agencies for Burger King and Land Rover and as the marketing leader and analyst for Jack in the Box restaurants and Spiegel catalogs. Denise went on to head Sony Electronic Inc.'s first ever brand office, where she was the vice president/general manager of brand and strategy and garnered major corporate awards. Consulting clients have included Target, Oakley, Dunkin' Donuts, and other leading companies.


## Links from today's podcast:

[Homestreet Bank](#)

[Denise Lee Yohn's website](#)

[What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest](#)

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