

What Great Brands Do

customersthatstick.com/blog/customer-service-video/what-great-brands-do/

Adam
Toporek



I had the pleasure to catch up with my friend and [brand expert Denise Lee Yohn](#) at Medallia's recent [Experience 17 conference](#) (to which Medallia provided me a free ticket). Denise spoke at the event about the key concepts in her book [What Great Brands Do](#).

Denise's seven tenets of what great brands do are as follows:

- Great brands start inside
- Great brands avoid selling products
- Great brands ignore trends
- Great brands don't chase customers
- Great brands sweat the small stuff
- Great brands commit and stay committed
- Great brands never have to "give back"

What I love about this message is that many of these concepts are counterintuitive; they are not among the first things that come to mind when you hear discussions of great brand.

As a big proponent of culture as a key ingredient of customer experience, I find the first principle "great brands start inside" to be among the most important.

Check out the brief video below to hear Denise and I discussing how important it is for brands to start inside and why sweating the small stuff is so crucial.



About **Adam Toporek**

By Adam Toporek. Adam Toporek is an internationally recognized customer service expert, [keynote speaker](#), and workshop leader. He is the author of [Be Your Customer's Hero: Real-World Tips & Techniques for the Service Front Lines](#) (2015), as well as the founder of the popular Customers That Stick® blog and co-host of the [Crack the Customer Code](#) podcast.

Find more about me on:

- 
- 
- 
- 
- 