SERIES CHAPTER #1

"TAKING YOUR B2B BRAND FROM COMMODITY TO CUSTOMERS' CHOICE"



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SERIES TOPICS:

CHAPTER #1

FROM
TRANSACTION TO
RELATIONSHIP TO
EXPERIENCE TO...

CHAPTER #2

IT'S NOT PERSONAL. IT'S VERY PERSONAL. **CHAPTER #3**

A LOOK
INSIDE THE B2B
MIND

CHAPTER #4

DIGITAL MEDIA: EMPOWERING THE CUSTOMER **CHAPTER #5**

YOUR ROADMAP TO "PREFERRED" CUSTOMER STATUS THREE SIMPLE BUT
IMPORTANT THINGS TO
TAKE YOUR BRAND FROM
COMMODITY TO
CUSTOMERS' CHOICE

KEEP IT SIMPLE

MAKE IT PERSONAL

BE EMOTIONAL

THE 5-STEP PROGRAM

1.

FROM
TRANSACTION
TO RELATIONSHIP
TO EXPERIENCE
TO...

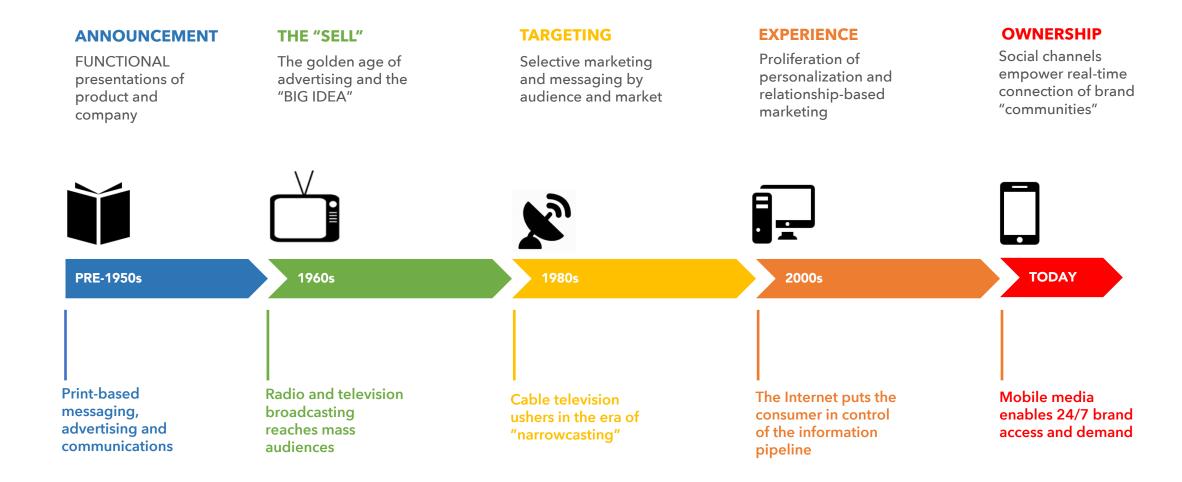
OLD THINKING

COMPANIES CONDUCT BUSINESS WITH COMPANIES

NEW THINKING

PEOPLE HAVE RELATIONSHIPS WITH BRANDS

TIMELINE OF BRAND / CUSTOMER RELATIONSHIPS



COMPANIES ARE VIEWED AS BUILDINGS, ORGANIZATIONS, MANUFACTURERS, DISTRUBUTORS, EMPLOYEES, VENDORS, SUPPLIERS, ETC.

BRANDS ARE VIEWED AS PARTNERS, COLLEAGUES, RELATIONSHIPS, FRIENDS, PEOPLE.

PRODUCTS ARE VIEWED AS MILESTONES ALONG THE CUSTOMER'S BRAND JOURNEY

OLD THINKING

CUSTOMERS ALWAYS ARE BUYING, SO WE CONSTANTLY HAVE TO BE "SELLING" TO THEM

NEW THINKING

WHEN CUSTOMERS HAVE STRONG RELATIONSHIPS WITH BRANDS, PURCHASES HAPPEN ORGANICALLY WHENEVER THE NEED ARISES

Keep an eye out for the next 4 chapters in our series, coming soon...

DELIA ASSOCIATES

WWW.DELIANET.COM

908.534.9044

