SALES TOOLKIT



You already have a brand, but it might be hiding in plain sight. Your brand is the way people think about you and the categories they put you in. Your brand sets you apart from others, but only if the edges of your brand are identifiable and everyone around you begins to count on the promises that your brand makes.

The purpose of this tool is to help you identify those edges and those promises in order to build a distinctive, differentiated Brand You that stands out in every room you enter.

Step One - Identify Your Edges

The best way to identify the edges of your brand is to imagine putting up a billboard that says; "Here's what I know, here's what I do and here's who I am." Below, take a look at how Craig answers these questions and then do it for yourself.

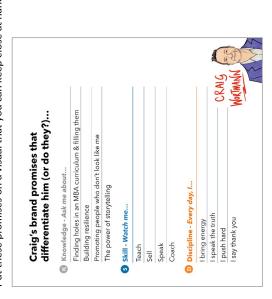
K	KNOWLEDGE - For what bodies of knowledge are you a go-to person?
	"Ask me about"
	Resilience; sales; communications; entrepreneurship; stories; failure; crosswords; photo books; travel
	"Ask me about"
5	SKILL - What are your deeply-practiced skills people can count on you to be good at? "Watch me"
	Teach; sell; speak; coach; negotiate; tell stories; design online courses; build companies; ask questions; listen "Watch me"
	vvaicn me
D	DISCIPLINE - What are your non-negotiable disciplines? "Every day, I" Get up early; hug my wife and tell her that I love her (19 times); work out; speak my three mantras; feel lucky; do something goofy or mischievous; swear; wear pocket squares; write hand written thank you notes; laugh; eat healthy; go to bed early
	"Every day, I"
	Step Two - Gather The Evidence Now gather some evidence. Select five friends (mix of old and new) and five current or former work colleagues (current and former) and ask them - individually - the following questions:
	What is one word you would use to describe me? What is one thing that is consistent about me? What's something you think I should do more of? What do you think I'm best at? If you compare me to an existing product or service, what would you compare me to?

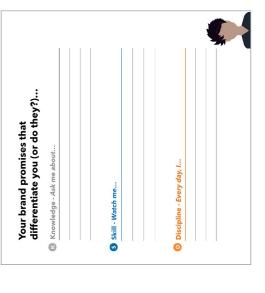
Their answers to these questions will give you some confirming - and disconfirming - evidence for the "edges" you identified above.

BUILD BRAND YOU

Step Three - Make Some Promises

Now make some promises based on who you think you are, what your evidence suggests and who you want to be. Put these promises on a visual that you can keep close at hand.





Step Four - Back Them Up
Look back at the evidence you've gathered from friends and colleagues (and your own direct experiences), and for each promise your brand makes, attach a supporting piece of evidence to that promise.

differentiate him (or do they?)	(evidence)	differentiate you (or do they
(B) Knowledge - Ask me about		K Knowledge - Ask me about
Finding holes in an MBA curriculum & filling them	"Entrepreneurial Selling"; "Selling Yourself & Your Ideas"	
Building resilience	"Bounce Back Better"; amputee	
Promoting people who don't look like me	Kellogg Sales Institute faculty; guest speakers	
The power of storytelling	"What's Your Story?" book; keynotes	
Skill - Watch me		S Skill - Watch me
Teach	MBA; EMBA; high school courses; 36 MasterCourses TM	
Sell	Sales Engine Inc.; IBM; career salesperson	
Speak	Professional speaker since 2005	
Coach	Always-on' feedback; Goal Coach	
Discipline - Every day, I		Discipline - Every day, I
I bring energy	Enthusiasm; mischievousness; love	
I speak the truth	First sales calls; proposals; reports; apologies	
I push hard	Sprints; workouts; cold-calling	
I say thank you	Hand written notes; manners; gifts	

	Your brand promises that differentiate you (or do they?)	We know these things because (evidence)
8	🗵 Knowledge - Ask me about	
S	S Skill - Watch me	
0	O Discipline - Every day, I	