**Brand**

In marketing terms, the brand is best described as “what is your company?” Coke a Cola’s brand? Very Simple; soda is their product and their brand. Yet, the marketing people that work at Coke come with different tag lines, messages, and branding to convince people their drink is better than the competition. Your brand and your companies brand also work in hand in hand when obtaining access to clients and staying ahead of your competitors.

**Sales Executive Brand**

Any experienced salesperson in the technology field developed their brand early on their careers by the performance of their sales numbers, their commitment to their clients, and achieving status with President’s club and 100% of quota acknowledgements. A salesperson brand over time becomes in many cases the reason to be recruited by a new firm of access to a client logo. Building, enhancing, and maintaining your brand is critical to your success and the company you work for. Clients, who have peering relationships in the industry will ask and seek recommendations for good technology partners to work with. In many cases, a strong recommendation from a peer could help land an introduction into a new prospect.

\*\*Own your brand.

**Company Brand**

Established brands like Cisco, Microsoft, and General Electric have years of brand building behind them. Through successful years of exceeding their sales and revenues to power their stock, to being seen in the Gartner MQ as a leadership in a specific solution. These companies spend huge amounts of their budgets growing and sustaining their brands. Use of customer testimonies and investing in their party industry white papers help develop and extend their brand values.

**Which Brand is the most important to a client?**

Clients make technology based on several factors; cost; capability; strategic; and in some cases, out of personal or professional advancement. Sales executive need to be aware of all motivational factors in the buy decision. I have, during my 20 plus years remember many decisions client made around technology did not always equal to acquiring the best technology. In some cases, the decision tree became very shielded prior to some purchasing activity.

\*\*With the migration to DEVOPS and Agile, this is becoming less and less now.

In this case, the purchase valued the company’s brand in order to help promote their future business endeavors. In the case in which the client trusts the sales executive more usually comes down a continued trust relationship and the recognition of a “client first” mindset by the sales professional.

In today’s economy, clients are needing to cut their IT costs while increasing dealing with security, remote access, and cloud-based applications. In many cases, clients do not have the time or resources to evaluate every vendor. The sales executive in many cases have developed the relationship or trust and proven delivery to warrant making recommendations to the client on the correct solution.

**When does one Brand impact the other?**

Sales executives need to keep a keen on the success measurement within the account. As in all things, technology will fail at some point. How a company response to the crisis will neither increase their brand value nor dilute to nothing. Owning a crisis and determining the correct communications plan is critical to all involved. Classic finger pointing between vendors and resources unavailable to assist results in a continued state of escalation. Many clients that in a constant state of escalation become burnt out with the primary vendor to a point in which they begin to listen to others. Companies that continue to drive customer success first over their own interest in many cases increase their wallet share in the account and continue to extend their brand network. Companies that choose to stand firm on their stance tend to find less revenue and growth opportunities in the account. In this day and age of SAAS licensing, a client has options each year when a vendor is up for renewal. Also, with many solutions residing in the cloud, this also makes the ability to replace a vendor much easier.

**When Does Customer Success Succeed?**

Customer success is a lifeblood of renewals. Without a strong and mature CS team, many sales executive find themselves in account maintenance mode and less time driving net-new revenue. The core value of a sales executive should be the well-being of the client itself. When a customer success has successfully helped a client with continued consumption if technology while ensuring the platform continues to be maintained and updated, the client will most likely renewal or expand with more service offerings.

**When does customer success fail?**

Customer success fails when the organization is focused more on their reporting matrix and less about actual client success and satisfaction. More often, CS teams are burdened with client status reporting that tie back their compensation and less about if the customer is actually happy with the solution. The CS department becomes ineffective when they are managing too many clients and not giving the ones need one-glove service the proper attention.

**Brand Continuum**

Sales executives needs engineering, product, customer success, and executive alignment to grow the business in the account. Managing these critical resources and ensuring the client does not get into the continued state of escalation will in the end build sales brand and increase wallet share of their company.