

## Do You Know Where Your Brand Promise Is?

When I address business audiences, I often ask companies to share their brand promises. To my amazement, many don't have articulated promises at all. And those that do often give promises so fuzzy, they're indistinguishable from those made by thousands of enterprises in any and all markets.

These self-deluders tell me their brand promise is "world-class quality," or "guaranteed best service," or "a company you can trust." My unspoken comment is harsh: So what? In a world where winners shout distinctive promises, these misguided companies whisper sweet nothings and set themselves up to lose. A generic promise has no meaning to the customer. You have to be specific:

- First, discover who your consumers really are and what they expect from you.
- Second, tell them exactly how your unique product/service will consistently meet their needs – always.
- Third, do exactly as you promised – always.
- Finally, forget about using incremental product or service improvements to win customers. In a time where every market is saturated and margins are paper-thin, small-bore fixes will never be enough.

Success demands that you create a brand promise so radically different that you set yourself apart from the competition, and then fulfill that promise -- brilliantly.

In short, you must Overpromise and Overdeliver.

To get off to a winning start, remember that a promise is a serious commitment, a pledge to do or deliver something at a particular time, without fail. A brand promise expresses all the things that set your brand apart, all the characteristics that make it distinctive -- which is why it's so critical to live up to your pledge. Nothing kills a brand faster than an empty promise.

A true brand promise sums up the essence of the brand. Hardiplank's brand promise reassures homeowners that their siding will keep them snug and secure for years, while Orville Redenbacher's brand promise guarantees that popcorn lovers will get more of what they love. Whether simple or profound, the promise must be so radically different from what everyone else is promising, that the customer hears you even though you aren't shouting. In other words, great brand promises cut through the chatter because they speak directly to customers about what matters deeply to them.

The bottom line? Radical brand differentiation that resonates with customers means enormous increases in your profits and the addition of untold value to your brand.

*For more information about Rick Barrera's completely customizable Overpromise and Overdeliver Workshop Experience, please contact Rick directly at Overpromise at 1-858-759-2559. Or contact Rick's Speaker's Office at 1-760-603-8110...or just log onto our website at [overpromise.com](http://overpromise.com).*

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