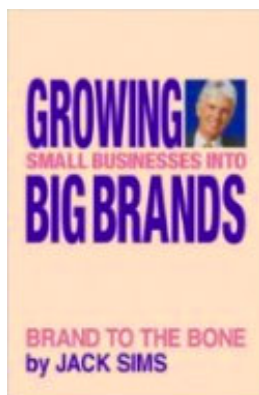



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## Brand Sense

*Look to Book*


[Jack Sims](#)



**If you work in the Meeting Planning or Hotel business you already know that you have to have your senses on “High alert” just to get through the day. But are you maximizing the use of your senses in getting the biggest impact in your business life?**

As you know most of us are blessed with 5 senses, they are of course Sight, Sound, Smell, Touch and Taste!

The thing is that while we have these senses we rarely maximize our usage of them in our work or the promotion of our company to our target audiences.

If you really think about it, each one of these senses is an important component of your company’s communication especially in the Meeting planning or Hotel industry and if you can make all 5 of them work together, it can be a huge way to differentiate you from the competition.

### Let’s start with SIGHT

This is the visual communications system that we use to reach our existing and future customers. This can be in the form of advertising or promotions, the way we communicate to the attendees or even the condition or cleanliness of a Hotel lobby.

If you want to stand out from the pack, you have to make sure to create the visuals and messages that have the best chance of being seen. To do this give yourself the best chance that you can, you can start by hiring the best creative people you can afford. You see you are going to pay X amount of dollars to get a job done, regardless, and I am saying just pay a little more and get it done right!

These are the people that create the messages that are your first impressions in the marketplace. That’s the way to use your SIGHT sense and get your brand to be visually appealing and get the attention you want from your target audience.

### Second is your sense of SMELL

It’s about using your nose in researching and smelling out your target audience in the specific marketplace that you are competing in. Make sure your customers and audience you are promoting to is actually the target that is buying your product category. Then narrow it down to the lowest common denominator, and profile that group by conducting research like “A week in the life of”. Work out what your target audience does every day of the week; this will let you



know how to sniff them out via the media available. Make sure you SMELL who your real customers are and what they want to buy not what you want to sell them!

### Third is the SOUND Sense

In business we have to make a profit, unless of course you are a charitable institution and to be honest so many of us forget that it's all about sales and selling. I suggest that all of us should take a course on selling at some point of time, because the person who is in charge of the sales has the power. The shortest course on selling that I have ever heard can give you consist of 4 words, and they are:

- **“ASK QUESTIONS AND LISTEN”**

This is the SOUND sense. Make sure to listen to your customers, give them the opportunity to buy what they want to buy! Also we should listen to our employees far more than we do; they can tell us a lot more about our businesses than we think. They oftentimes have great insights as to what our customers are really looking for and frankly what we are doing right and wrong. Also “Ask questions and listen to your customers. It just makes **“sound sense”**”.

### The fourth sense is TOUCH

If you practice any sort of Customer Relationship management at all you know that all customers are not equal. My Father who owned a Mom & Pop store once told me, “All customers should be treated equally; it's just that some are more equal than others!

Your “A” Customers (your best customers) should be “TOUCHED” more frequently than B's, B's more than C's etc. The key is to earn the trust of your target audience. The more you communicate with a consistent message that differentiates you from the competition, the better the chance that they will select your brand when they put their hands in their pockets or sign the purchase order to commit to buy.

It doesn't necessarily matter what media you select to communicate to your target audience, the important thing is the audience is MOVED to take action!

Keep TOUCHING your customers with CONSISTENT & MULTIPLE, QUALITY IMPRESSIONS to improve your sales.

### Finally the TASTE sense!

This is the level of taste your products reach, the respect you give employees, and the aspirational level of taste that you appeal to your customers on. Your brand should make them feel better with your product in their lives. Create products or marketing campaigns that have a higher TASTE appeal to get more than your fair share of market and a bigger share of profitability.

**JACK SIMS** - founded 2 nationally ranked companies, the second becoming the largest marketing and promotion agency in America . Now he uses his 30 years of practical experience of starting and growing businesses into Big Brands, by speaking to corporations, owners, management and associations and their members who want to move their products, goods or services from where they are to become the brand leader in their category.



To book Jack Simms at your next event or to sign up for his "Your brand is only as good as I say it is" newsletter visit <http://www.jacksims.com>.

Jack's book "Growing small businesses into Big Brands" is being made available to you the readers of MADNews at a special price. Please mention **MADNews** when you order at: [www.brandtothebone.com](http://www.brandtothebone.com).



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