



Breakfast Series

Grow Topline Revenue by Telling the Brand Story Only You Can Tell

Rev-Up the Hidden Marketing & Sales Engine in your B2B Brand. Discover and express the persuasive Brand Story that can pull more prospects, revenue, and employees to you.

Thursday March 28th, 2019 from 8:00am – 9:30am

At the Schmidt Training and Technology Center, RACC Campus - Room T121
15 South Front Street, Reading PA 19601 – Free Parking in Adjacent Garage
Networking and Breakfast starts at 7:30am

[Click here to sign-up and reserve your seat.](#)

Cost: \$25 / person (includes Continental Breakfast)

Your Brand Story is the only thing your competition cannot replicate. It's a sustainable competitive advantage. And it's bigger than the generic features and benefits that most of your competitors spout. Learn how to get to the heart of what makes your brand truly different and better and why customers will want to buy from you and only you, and why recruits would want to work for your company.

Key Takeaways

- ✓ Discover insights about what differentiates your Brand in the stories your customers tell about you
- ✓ Make your Brand Values real for customers with living, breathing Success Stories
- ✓ Define your target customer "personas," their journey to purchase, and the turning point where they most need what you have to offer
- ✓ Declare a Promised Experience in the customer's language that creates urgency to purchase from you and only you

Who Should Attend

- CEOs, COOs, CMOs, VPs & Directors Sales & Marketing, Newly promoted C-Suite Leaders
- Directors of Customer Service, Key Sales Leaders, Marketing/PR Managers

Testimonials

"Our new brand story became a cultural touchstone, which united and excited our staff. Truly, the re-launch of our brand story infused our work and relationships with a renewed energy. I give Gerry my highest recommendation if you are in search of a creative and strategic thinker with a passion for providing your customer with a positive branding experience."
Lori Braden, VP Strategic Marketing, PICPA

Gerry Lantz is a Managing Director of Nimble Leader, a management consultancy focused on sustainable business transformation. Gerry is a branding expert, marketing strategist, and content developer—a bit of a trifecta. He brings the persuasiveness of stories to B2B marketers to increase the emotion, persuasiveness, and differentiation that may be hidden in their product or service. Gerry was a "Mad Man," spending 24 years in New York at two global advertising agencies and as a Corporate Marketing Director. Gerry has received multiple industry awards for creativity and market effectiveness.

Mr. Lantz holds an M.A. in Communications from Temple University.

Schmidt Training and Technology Center (sttc.racc.edu)
Nimble Leader (www.nimble-leader.com)

Contact Mike Salute at msalute@racc.edu or 610.372.4721 ext. 5176