

Branding and Marketing your Enterprise through TEAMS



Learning from the best of South African companies...

Presented by Coach Seoka Dikhijng

Preliminaries: Branding & Marketing your Enterprise through Teams.

- Approach: Zoom in and learn from the best.
 - Participate and Have Fun!!!
- Acknowledgement: Presentation is Informed by Donna Rachelson's Book, *“Branding & Marketing You through Teams”*



- Conversation 1: Insights from Microsoft Services Management
- Action Planner: Whereto from here...

Problem Statement

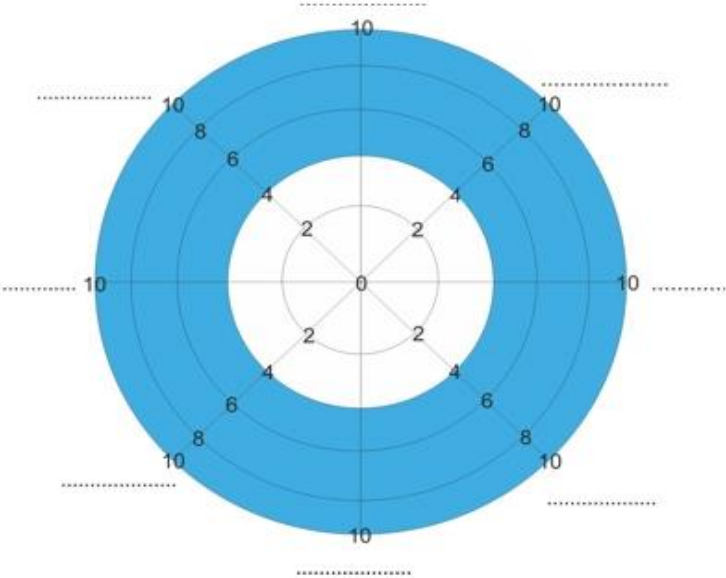


- The Double Barrel Challenge:
- Barrel 1: Most of our SMMEs are neither Branding nor Marketing their companies through their own TEAMS.
- Barrel 2: This shortcoming is now complicated by all the challenges that come along with the current Covid-19 Lockdown Regulations.

Tools you will need:

- Table
- Diagnostic Wheel with 10 Segments

Lessons	Score: 1-10
Barrel 1	
Lesson 1	
Lesson 2	
Lesson 3	
Lesson 4	
Lesson 5	
Lesson 6	
Lesson 7	
Lesson 8	
Lesson 9	
TOTAL %	



Conversation 1: Insights from - Microsoft Services Management (MSM)

Guiding Principle: **They are Purpose Driven...**

*“It is not enough to offer the client what you have. **It is really essential to understand their needs and see how you meet them, or preferably exceed them.** Even if you can, bring in or recommend to the client your direct competitors.*

Why?

Because you know that’s what’s best for the client”

MSM Insight 1: “The customer may not always be right, but the customer’s needs must trump the sales pressure...”

Lesson 1:

- They have an anti-hero approach.
 - They don’t like someone in the team who positions themselves as the hero of the piece and who tries to attract the credit and take any glory around.
 - Their focus is on the end of the value chain. How does what they do help the client? They keep the big picture in mind at all times.

Lesson 2:

- They have a differentiator.
 - “If you have a need or a problem, we are going to help sort it out, regardless of who was responsible for creating it in the first place.”
 - They work exceptionally hard to get deep into and to understand the client organisation and its needs.

MSM Insight 1: “The customer may not always be right, but the customer’s needs must trump the sales pressure...”

Lesson 3:

- They build trust.
 - “In our case the cost element is secondary: it’s firstly the genuine desire to drive the customer’s issue to resolution. That differentiates us, and as a result that’s where and how we build trust.”

Lesson 4:

- Their teams are their Best Marketers.
 - They walk the talk: Through the work they do and how they carry themselves, they market themselves.
 - They are magnetic: They model behaviours that attract the best talent.

MSM Insight 2: “Approaches that produce results don’t have to be complicated...”

Lesson 5:

- They have a dynamic Team Leader.
 - He has a huge respect for his people. He really listens.
 - He has the ability to integrate their thoughts in terms of his vision. They see themselves is some of the bigger picture scenarios.
 - He is exceptional when it comes to motivating the team, sincerely praising them, giving them recognition.

Lesson 6:

- He gets the TEAM to perform in an exceptional way.
 - He uses the “Bucket System” to get his gifted team to pull in the same direction
 - Bucket 1: “Can do people” – for them the glass is half full
 - Bucket 2: “Whingers bucket” – for them the glass is half empty
 - Bucket 3: “Question mark Bucket” – though they are good, they lack self confidence

MSM Insight 3: “They know what they want...”

Lesson 7:

- In line with their **Guiding Principle**, they have clearly defined goals and customer service objective.
 - They have a commitment that supersedes the normal eight-to-five office hour mentality.
 - They deliver the unasked-for and the unexpected.

Lesson 8:

- They know what kind of person work best in their team.
 - They know how to support each other and make each other look good

Lesson 9:

- They are clear about the culture they desire.
 - They know that exceptional performance comes from a combination of the right culture, the right leader, the right people, the right mind-set and the right levels of self-motivation.

Action Planner: Whereto from here?

1. Problem Statement: The Double Barrel Challenge:
2. Personal Development Task.
3. Business Improvement Task.



Problem Statement



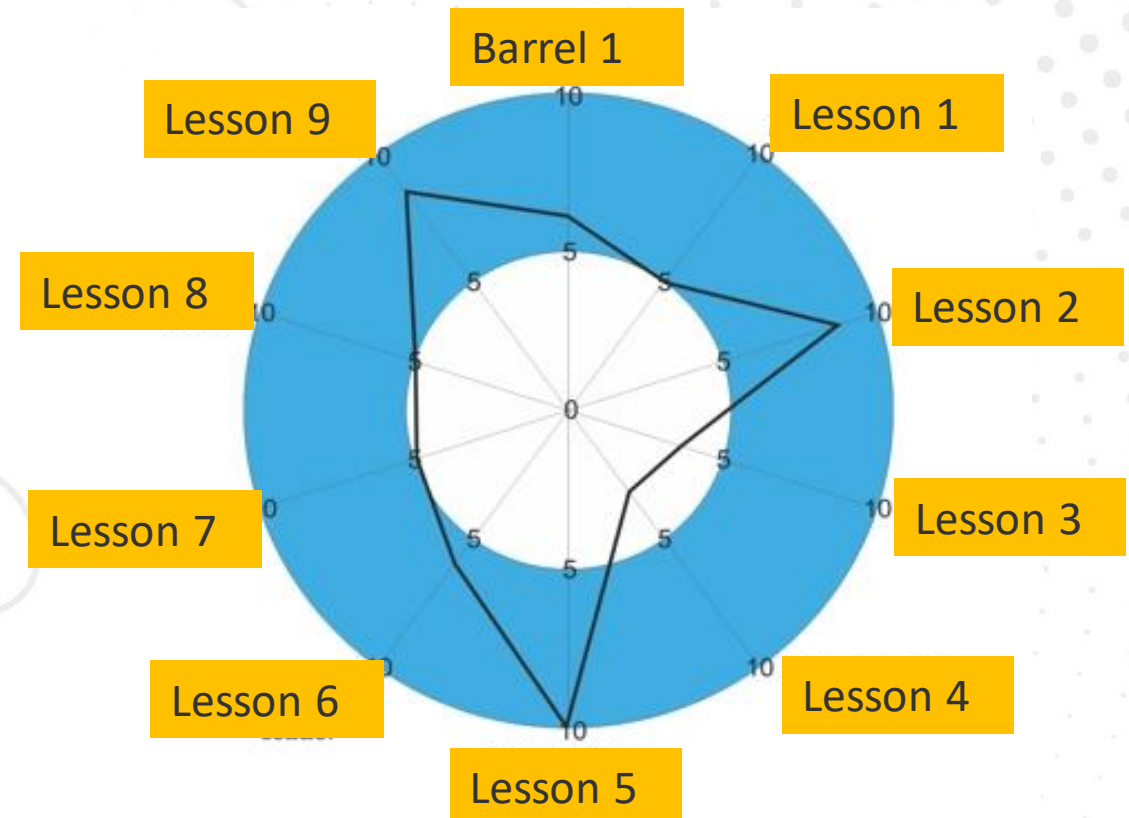
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Let's check the Tools:

- Table

Lessons	Score: 1-10
Barrel 1	6
Lesson 1	5
Lesson 2	9
Lesson 3	4
Lesson 4	3
Lesson 5	10
Lesson 6	7
Lesson 7	5
Lesson 8	5
Lesson 9	9
TOTAL %	59%

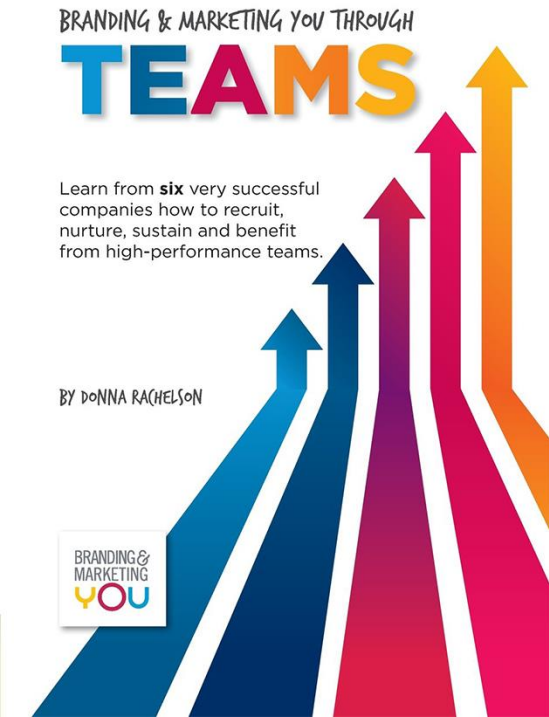
- Diagnostic Wheel with 10 Segments



Personal Development Task

- Get yourself a copy of the book:
- Read and study Conversation 3: Protea Hotels Group.
 - Six to Seven Insights
- Read and study Conversation 4: Sanlam Personal Finance.
 - Fourteen Insights
- Surf the net and learn more.

Sir Thomas Brown: *“We carry within us the wonders we seek without us. There is all Africa and her prodigies in us...”*



Business Improvement Task

- Focusing on today's topic, conduct your TEAM's SWOT Analysis:

Strengths	Weaknesses
INTERNAL – CAPITALISE on Strengths & ADDRESS Weaknesses:	
Opportunities	Threats
EXTERNAL – MAXIMISE on Opportunities & MINIMISE Threats:	

- Involve your TEAM Members from the onset.



Thank you

Coach Seoka Dikhing, The Maestro...

