

# Your People Are Your Brand

Presented by Samantha Jones

**ELEVATE**  
***TMSA* CONFERENCE**

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# What is a brand?

A brand is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers.

A brand is a product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and usually marketed. Branding is the process of creating and disseminating the brand name, its qualities and personality.

# A Brand **Distinguishes...**

## **What is a company brand?**

How people distinguish a company from other similar companies and recognize why they are different.

## **What is a personal brand?**

How people distinguish a person from other people and recognize why they are different.

There is a different type of branding challenge when no products are present...



# Do you know these brands?

Can you distinguish these from each other? Can you tell me why one is your favorite?

Now, can you tell me what their last LinkedIn post was about, can you tell me the name of one of their employees and what they do?



# You don't have Products... You are the Product

We operate in a service dominated industry. We are not selling a soda to a global market of consumers where almost everyone is your target market.

We are selling logistics services to logistics buyers. While this is still a vast industry, your target audience will usually be one man or woman at a company with hundreds or thousands of employees, not every able-bodied soda drinker on the planet.





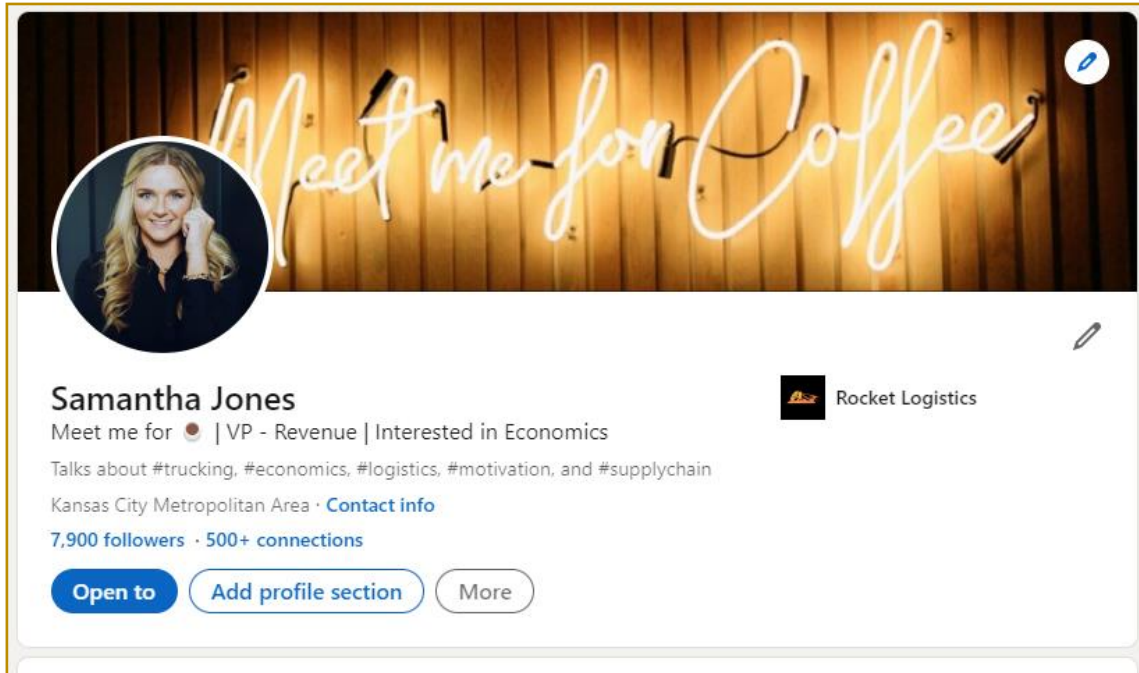
# Buying a Service

- Services are provided by **people**
- People buying services want to like the people they are buying from
- We are all humans; we all interact like humans. **Connections, emotions, feelings, intuition, personalities**, these all play into business decision making.
- Every Interaction matters, every email, face-to-face, social media post
- Do you buy things from people you dislike?

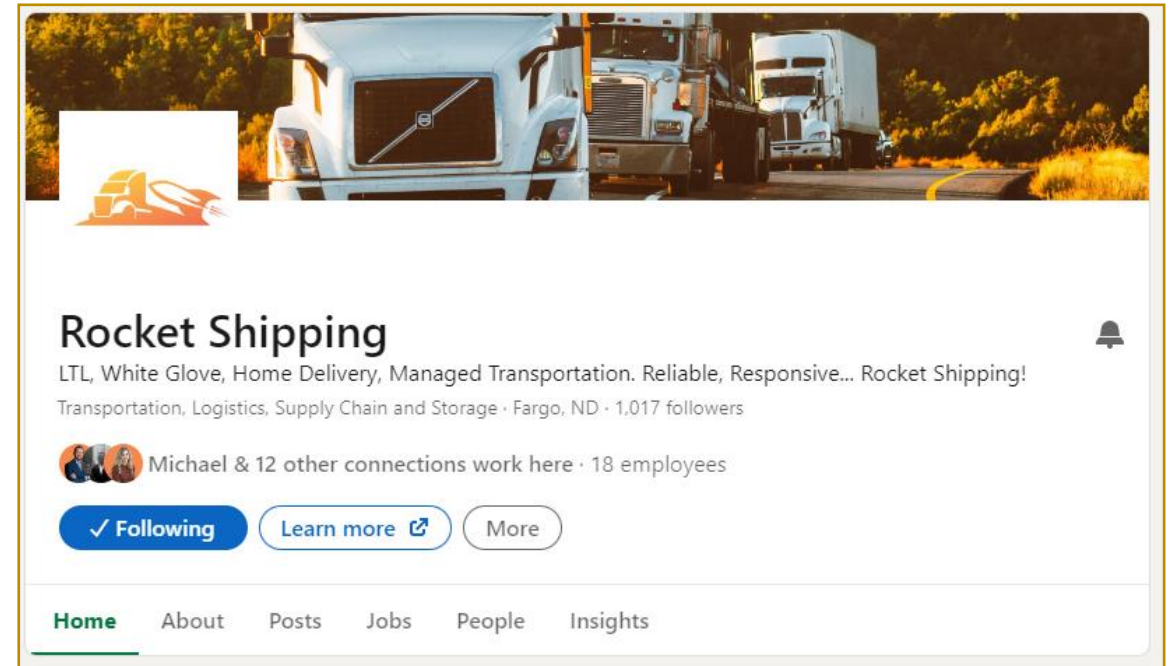
What are some things/feelings/signs that a buyer needs in our industry in order to do business with a new provider?

- **Trust**
- **Expertise**
- **Quality**
- **Reviews/Recommendations**
- **Reputation**

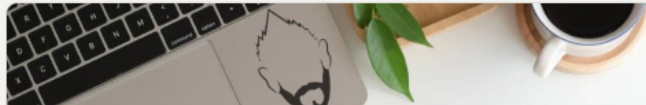
# So how do we brand our services?




LinkedIn profile of Samantha Jones, a professional at Rocket Logistics. The profile picture shows a woman with blonde hair. The background image features a neon sign that reads "Meet me for Coffee" in a cursive font, with a small blue icon in the top right corner. The profile name is "Samantha Jones" and the headline is "Meet me for ☕ | VP - Revenue | Interested in Economics". The bio states "Talks about #trucking, #economics, #logistics, #motivation, and #supplychain" and "Kansas City Metropolitan Area · [Contact info](#)". The profile has "7,900 followers · 500+ connections". At the bottom, there are three buttons: "Open to", "Add profile section", and "More".




LinkedIn company page for Rocket Shipping. The header image shows a white semi-truck driving on a road. The company name is "Rocket Shipping" and the description is "LTL, White Glove, Home Delivery, Managed Transportation. Reliable, Responsive... Rocket Shipping!". The bio states "Transportation, Logistics, Supply Chain and Storage · Fargo, ND · 1,017 followers". Below the bio, it says "Michael & 12 other connections work here · 18 employees". There are three buttons: "✓ Following", "Learn more", and "More". At the bottom, there are five tabs: "Home", "About", "Posts", "Jobs", "People", and "Insights".







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We help logistics companies improve their sales and marketing outcomes through consulting, coaching and connecting.


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Shelley Simpson • 1st

President, J.B. Hunt Transport Services, Inc




1w •

"We're future focused, we take a long view, and have a growth mindset, and it has been that way since 1961," she said.



J.B. Hunt president: Take care of people during freight recession - Talk Business & Politics










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We loved being able to support our community and help [Best Friends Animal Society](#) and Baby Doge Coin set a world record for the most pet food donated in 24 hours. We were honored to provide the pallet storage and transportation of the more ...see more

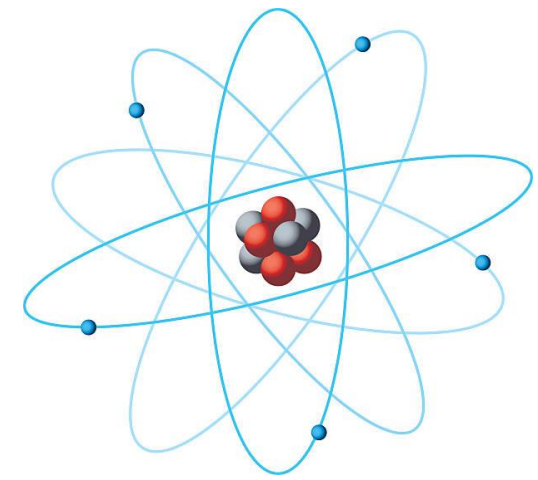





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# Your **People** Are Your Brand



People distinguish companies as different from others from what they can perceive of that company's brand on social media and in social settings. On social media are they engaging more with a company brand or personal brands?



# How do we empower and embrace brands?

## Sales

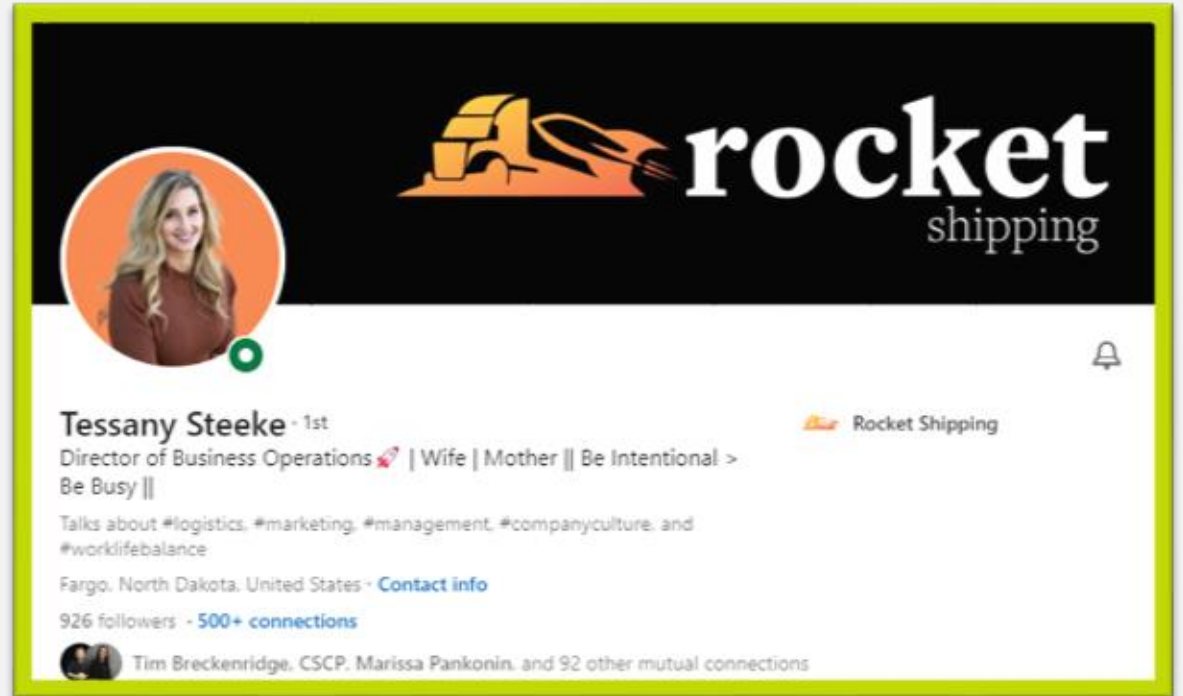
- You are a brand, promote yourself
- Be authentic
- Add value
- Champion your company to potential buyers
- Educate others, share information
- Engage, network, connect
- Leaders, support your people's brands



# How do we empower and embrace brands?

## Marketing

- Collaborate with sales
- Provide sellers with the tools they need to be successful
- Add value on company pages
- Champion your company to potential buyers
- Educate others, share information
- Engage, network, connect
- Leaders, support your people's brand





## The Exit Interview Process: How to Get It Right Every Time

How do You Retain Brands....So you don't have to attend this type of session?