

Definition: taken from Tim Williams work,
Take A Stand For Your Brand.

Brand Relationship Consultant

- A Brand Relationship Consultant assists companies
 - with strong top leadership
 - who want to “adopt a differentiating business strategy”
 - through a systematic approach to customer brand development & marketing and companywide operational change.
- You achieve a more profitable firm, not by concentrating on profit, but by focusing on:
 - A purpose that gives meaning to your business life and goes beyond making money.
 - Principles that guide your important business decisions.
 - A positioning that clearly defines not only what you are, but what you *are not*.
 - Practices that are aligned with your positioning in all key areas of your business – product, people, promotion, process, and place.
 - Well-defined priorities or key initiatives designed to advance your practices and bring them into alignment with your positioning.
 - Performance that elevates talk into action and makes execution part of your culture.
- Profit is the end. But it’s by no means the means.
The way to build a profitable firm is from the inside out.

“Choose your customers. Narrow your focus. Dominate your market.”
The Discipline of Market Leaders, Treacy & Wiersema