



# Branding the B2B Business

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# How to brand B2B business

## Essential focus areas for B2B branding



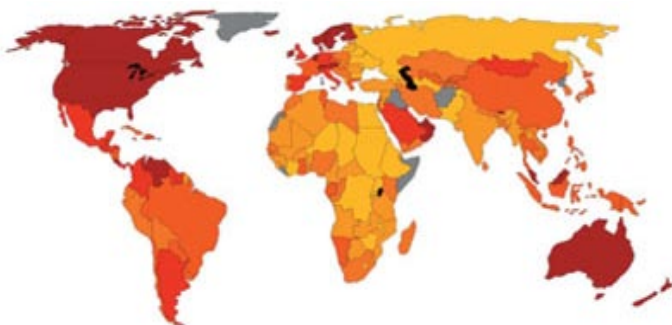
### Knowledge leadership:

B2B business is driven by knowledge leadership that unlocks industry insights. The key to helping clients grow in volume and net worth is getting insights on the industry that's beyond the technicalities of business processes.

**Human relationship:** The prime factor in B2B businesses is the ability to master human relationships. You will have different types of clients; your dedicated service providing teams have to think of the client's business as an extension of their own corporation and accordingly give privileged services.



**Behaviour customization:** Your team should thoroughly know the client's business and cultural climate before any formal meeting. The client should implicitly gauge from your body language and presentation that you are aligned to his business as per his geographical and cultural requirements.



**Person to person contact:** B2B branding is the art of direct contact and interaction between the client and you. From the brand's manifestation, it's important that the client immediately feels the tone and manner of your hospitality.



**Royal client touch points:** All client touch points should be like essential rituals that will build a flawless process. From meeting the client to servicing onsite or offshore, there has to be an outstanding decorum that overwhelms the client.



**Personalized business card metaphor:** The illustrative business card here is just to explain the concept. The business card you carry to meet with a client should be highly personalized with your gesture. Emphasize the tangible benefit your client will receive from your corporate value and promise. Your business card metaphor

should look like your image has been added to the card, not virtually, but as content.



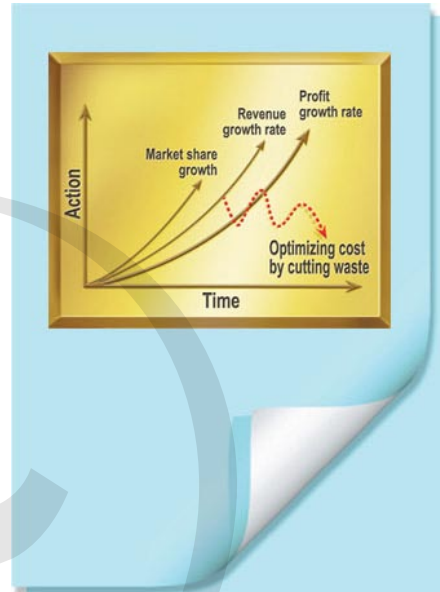
### Your corporate brand and corporate culture should reflect as a single unit:

Take Google as an example. Google's identity very often incorporates itself to events in society; and Google people work with same casual mentality in the office. The more you publicize your working culture through your corporate image, the more will you make your client implicitly comfortable about your organisation. Your corporate branding should reflect your corporate culture.



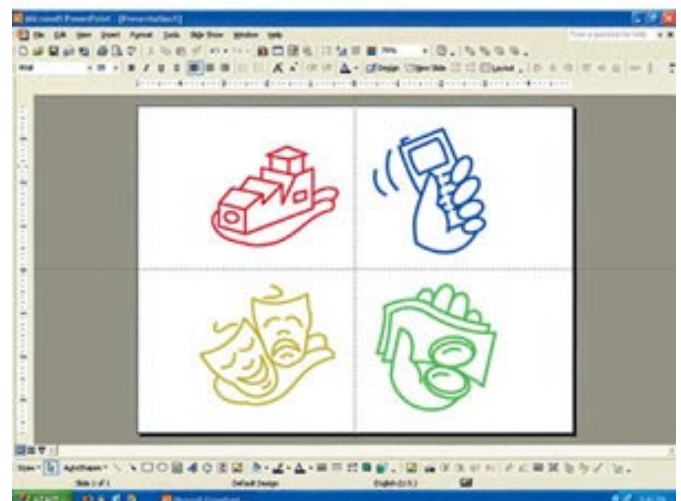
### Documents for client to drive vital business benefits:

Any written business document should address the client's benefit in the vital areas of his business. It's preferable that the document be crisp, and the client feels that the communication has business worth. Only when the client gets this sense will it oblige him to read the content.



### Story telling in PowerPoint:

A PowerPoint presentation has to be highly customized to the client's industry and be aligned with the country's culture he is operating from. From one slide to another, the presentation has to have a connecting storyline.



## Client value business sales literature:

All business transactions or sales literature should be highly personified as in one-on-one relationships. Even if the content of the document is serious and technical, the more entertaining it is to read, the better will the client be able to absorb the information.

## Be different in the narrow circuit:

B2B is a narrow circuit business; avoid making a stereotyped presentation to everybody. That creates a cloud in your market reputation. Your framework may be universal, but every client has different problems. So when your approach for each client is different, your reputation will be high, and you will be considered a serious partner.



**Delivering extra benefit**

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