



say it with Mr Zloty

HAVE FUN WITH MR ZLOTY

Job Security

Two men were talking about their jobs.

"The company where I work is putting in a computer system and it is going to put a lot of people out of work. Have they started that over where you work?"

"Oh," said his friend, "We've been on computers for more than five years, but they can't replace me."

"Why?"

"Nobody has been able to figure out exactly what I do."

READ AND LEARN

Top 10 Branding Mistakes

Read the text about 10 Branding Mistakes and put in missing headlines from the box below:

- a) Not maintaining your brand
- b) Not sharing the joke
- c) Not thinking analytically
- d) Not knowing when you have got them
- e) Not having a dedicated marketing plan
- f) Trying to appeal to everyone
- g) Trying too hard to be different
- h) Not fully committing to branding
- i) Using too much jargon
- j) Not knowing who you really are

Branding, a commonly used term throughout the business world, essentially means to create an identifiable entity that makes a promise of value. It means that you have created a consciousness, an image, an awareness of your business. It is your company's personality. Numerous businesses try, but many fail at creating a successful brand.

Here are 10 of the most common mistakes:

1.....
Too many companies think of branding as marketing or as having a catch phrase or a logo. It is more than simply vying for attention. A brand **warrants** attention on a consistent basis, represents something that your audience wants but does not get from your **competitors**. For example, it could be providing the best customer service in your industry — not just through your tagline or logo — by actually providing the best customer service in your industry.

2.....
Too often, in a shaky economy, businesses are quick to change or alter their identity. Too much of this confuses your steady customers. For guidance, think of big brands — Nike, for instance, has used "Just Do It" as a logo for years. One **rule of thumb** is that when you have become tired of your logo, tagline, and branding efforts, that's when they begin to sink in with customers.

3.....
You will never be able to brand yourself in such a way that everyone will like you. Typically the best you can do is to focus on the niche market for your product.

4.....
If you are not the fastest overnight delivery service in the world, do not **profess** to be. Too many business owners think that they are providing something that they don't. Know your strengths and weaknesses through honest analyses of what you do best.

5.....
Often business owners let the marketing and advertising department handle such things as "branding," while they work on sales and other important parts of the business. But sales and branding are tied together as integral aspects of your business. Many Fortune 500 companies are where they are today because smart branding made them household names.

6.....
If only the people in your office get a joke, it is not going to play to a large audience. The same holds true for branding. If your campaign is created for you and not "them," your brand will not succeed.

7.....
Many companies come up with ideas to market themselves and establish a brand identity but have neither the resources nor a plan as to how they will reach their audience. You must have a well-thought out marketing plan in place before your branding strategy will work.

8.....
Business-to-business-based companies are most guilty of piling on the jargon. From **benchmark** to strategic partnering to value added, jargon does not benefit branding. If anything, it muddles your message.

9.....
Being different **for the sake of** being different is not branding. Yes, you will be noticed, but not necessarily in a way that increases sales.

10.....
Companies that have succeeded in branding need to know when to stop establishing their brand and when to maintain that which they have established. Monitor the results of your branding campaign. If your small business is a local household word, you can spend more time maintaining your professional image.

Key: 1 c 2 a 3 f 4 j 5 h 6 b 7 e 8 i 9 g 10 d

Read the text again and mark the following sentences true (T) or false (F):

- 1) Many companies think branding is just a logo.
- 2) It's always good to be different.
- 3) Some companies advertise services and products they don't have.
- 4) It's good to use a lot of jargon.
- 5) No marketing plan is needed for the branding strategy to be successful.
- 6) Sales and branding aren't connected.
- 7) A successful company must know when the brand is already established.

Key: 1 T 2 F 3 F 4 F 5 F 6 F 7 F

Now match the words or phrases in bold with their definitions:

1. to profess	a) to guarantee
2. for the sake of	b) a useful tip
3. to warrant	c) the point of reference
4. benchmark	d) for the purpose of
5. a rule of thumb	e) to declare

Key: 1 e 2 d 3 a 4 c 5 b

MORE FUN WITH MR ZŁOTY

In Chinese, the Kentucky Fried Chicken slogan "finger-lickin' good" came out as "eat your fingers off".

Such twists in translation are not rare!

MORE FUN WITH MR ZŁOTY

The president of a large corporation opened his directors meeting by announcing:

"All those who are opposed to the plan I am about to propose will reply by saying: 'I resign'."

COLOUR UP YOUR ENGLISH

Bellow there are some common phrases used to talk about branding, advertising and sales.

Complete each panel with a word from the box:

a) brand b) consumer c) advertising d) market e) sales				
1. _____ force	2. _____ awareness	3. _____ forces		
figures	loyalty	leader		
pitch	name	research		
4. _____ goods	5. _____ agency			
spending	campaign			
	executive			

Key: 1. e 2 a 3 d 4 b 5 c

COMMUNICATION SKILL PILL

Imagine that you are in a meeting, having a heated discussion. What can you say in the following situations? Complete the table below with correct phrases from the list:

- a) In what way?
- b) So, in other words...
- c) Yes, you have a point there
- d) Yes, but you can look at it another way, too.
- e) That may well be true, but you have to see the bigger picture.
- f) Sorry could I just finish my point?
- g) As I was saying...
- h) And what's more...
- i) Yes, but that's only one side of the problem.
- j) I think the important issue here is...
- k) Let me give you an example
- l) It seems to me that the real issue is...

Asking for clarification	I'm not sure I follow you. Did you say that ...? Sorry, I'm not sure I understand. 1)
Clarifying the issue	2) 3)
Restating your point	The point I'm trying to make is ... What I meant to say is... 4)
Adding a point	Let me add that.. 5) 6)
Expressing reservations	Possibly, but... 7) 8) 9) 10)
Keeping your turn	Sorry, but if you could wait for a second, I'm just about to finish my point. 11)
Continuing after an interruption	To go back to my last point, ... 12)

Key: 1 a 2 b 3 j 4 b 5 f 6 h 7 k 8 i 9 d 10 c 11 f 12 g



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Centrum Prawa Bankowego i Informacji działa na rynku usług szkoleniowych od 1999 r. Adresatami organizowanych przez CPBi szkoleń, konferencji i seminariów są banki, firmy międzybankowe oraz inne instytucje finansowe. Oferowane szkolenia dotyczą najważniejszych problemów współczesnej bankowości i związane są między innymi z: prawną obsługą banku, działalnością kredytową, Nową Umową Kapitałową, tzw. ustawą antylichwiarską, zarządzaniem ryzykiem bankowym, outsourcingiem, operacjami bankowymi, przeciwdziałaniem praniu pieniędzy.

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CPBi organizuje szkolenia w trybie otwartym i na zamówienie. Każde z oferowanych przez CPBi szkoleń może zostać specjalnie dostosowane do indywidualnych potrzeb, zarówno pod względem merytorycznym, jak i organizacyjnym.

Zapraszamy do współpracy

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