



The right time to brand is NOW

Crises are opportunities. We all know that. But not many of us manage to take advantage of this insight. Most are just happy to survive. Nevertheless, as we see some signs of the crisis abating globally, here are some opportunities that you might want to consider – all three for a limited time only:

1. More support for branding through BrandPact

In a recent meeting with IE Singapore, when discussing a regional client branding project, I was reminded of the amazing support Singapore companies can get if they qualify for this Singapore government scheme, shared between Spring Singapore (for domestic brands) and IE Singapore (for International expansion). For a limited time only, to help companies during the crisis, BrandPact supports market research with up to 50% of the cost, training with 50% and Brand Consultancy with up to 70% of the cost. To see if your company qualifies, download the brochure from

http://www.business.gov.sg/EN/Government/GovernmentAssistance/TypeOfAssistance/NonFinancialAssistance/VentureAbroad/gp_ie_brandpact.htm

talk to Spring or IE Singapore or email me.



2. Brand better, sell better

Branding and Sales are sometimes seen as opposites, with the one looking at a long-term strategy, and the other more interested in short-term gains. But it doesn't have to be that way. A great brand can help the salesperson's job, and what is a good brand without the right technique for the final push, to translate interest into action? I have teamed up with one of the leading sales trainers, Tom Abbott, and together we will offer a 2 day combined seminar on better branding and selling. It will take place on 11 and 12 November at SMU. Seats are going fast, but there are still a few left – to find out more and to register, go to

<http://www.brandbettersellbetter.com>

3. New brand? Here's what to look out for

If you're an inventor, or have come up with a great new business idea, you will likely think about your technology and business rather than how to build a brand. But there are a few simple rules that can help you get it right from the start and make your new business into a brand from the beginning. This will be the topic of my workshop at the INVENT SINGAPORE 09 conference, this Saturday 24 October at SMU. For details and registration go to

<http://www.inventsingapore.com/index.html>

Take this opportunity and turn your business into a brand now!

Jörg