



# You're the BRAND

INSIGHTS GLEANED FROM  
"UNSELLING" AUTHOR SCOTT STRATTEN.

**Attendees of the 2014 Royal LePage National Sales Conference, held in Toronto, were a rapt audience for keynote speaker Scott Stratten.**

His entertaining presentation challenged many long-standing sales concepts. Stratten provided new insight into how selling should be undone, and how branding is all about your actions.

Key to his latest book *UnSelling*, which he has co-written with Alison Kramer, is the notion to throw out the traditional sales funnel and focus instead on our actions. "*UnSelling* is about removing this "funnel vision," reaching out to clients in a meaningful way, and becoming the go-to brand. The sales figures will follow," he says.

To illustrate the point, Stratten tells the story of Joshie, a stuffed giraffe, who was left behind at the Ritz-Carlton Amelia Island hotel. The hotel staff's amusing and extraordinary customer service was promoted widely after they took photos of the beloved missing toy, pictured enjoying a vacation at the hotel. Joshie was shown lounging by the pool; taking a ride on a golf cart, being issued a Ritz-Carlton ID badge as an honorary member of the Loss Prevention Team, and; taking a shift in front of the security monitors—all in an effort to ease the little boy's woes in being without his special Joshie before the toy arrived safely back home.

The story illustrates that attention to our actions each day is the true power of any brand. Gaining clients and achieving success is not the result of the company logo, or the bus bench ad, or the number of homes we've sold. Stratten crystallizes branding as the impression we leave on people every day, in every one of our daily interactions.

Clients hire us for more than the task we are hired to do. To differentiate yourself, you need to become the brand. Our brand, the real, true and powerful brand, is the personal connections we make and the good and important things we do to show customers, and people everywhere, that we care.

"What matters in branding is what you do. Your brand isn't what you say it is; it's what your customers experience and tell others," says Stratten.

**It's a powerful thought. You're the brand.**

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*UnSelling* is available at bookstores everywhere:

ISBN: 978-1-118-94300-7 (cloth)

ISBN: 978-1-118-94301-4 (ebk)

ISBN: 978-1-118-94302-1 (ebk)