

Customers Do’s and Don’ts

Here are a few “Do’s and Don’ts” to follow as you learn to craft and master your own customer-centric personal brand:

1. **DO:** Take the time you really need to thoroughly define your desired personal brand. If *you* don’t know what you want to stand for, it’s 100% guaranteed your customers don’t either.
2. **DON’T:** Assume your personal brand is doing “just fine.” You’ll never know how your own brand is really doing until you take proactive action to find out.
3. **DO:** Ask customers as often as you can to tell you about your strengths and your weaknesses. Be open to their feedback - you may be surprised by what you hear.
4. **DON’T:** Only focus on feedback you *want* to hear... sometimes, the toughest responses to listen to are those that can make the biggest difference in the success of your personal brand.
5. **DO:** Learn about body language. You will out find how comfortable customers are with you, and you’ll also discover if you are projecting an image to your customers that isn’t really “you.”
6. **DON’T:** Assume body language isn’t an issue for you. Not sure? Find a way to videotape yourself as you approach and/or work with a customer. It’s an eye-opening experience!
7. **DO:** Create a short memorable “sound byte” that encapsulates your desired personal brand. Keep it top of mind while you are speaking to an existing or new customer. You’ll be more likely to act according to that desired personal brand if you do.
8. **DON’T:** Believe that building a successful personal brand only involves what you do that can be seen and heard. Truth is: Your *thoughts* and the *way you perceive yourself* as a customer-focused individual will have a significant influence on the ultimate success and outcome of the personal brand you communicate.

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Achieving Greater Success for “YOU™” and
Your Company Through the Power of Branding

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Brenda S. Bence is an internationally-recognized branding expert, Certified Executive Coach, dynamic trainer and Certified Speaking Professional, and the author of several books. Her award-winning *How YOU™ Are Like Shampoo* personal branding book series began with *How YOU™ Are Like Shampoo: The Breakthrough Personal Branding System Based on Proven Big-Brand Marketing Methods to Help You Earn More, Do More, and Be More at Work*, the first step-by-step personal branding system for defining and communicating your personal brand for greater success in the workplace.



With an MBA from Harvard Business School, Brenda's career has spanned more than two decades and has included developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. Now, as President of Brand Development Associates (BDA) International, she travels the world speaking, training, and coaching individuals and companies to greater success through creative, yet practical, corporate and personal brand development.

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