

AN EMOTIONAL CONNECTION TO YOUR BRAND

Question: What do Apple Computer, Harley-Davidson, and Starbucks have in common?

Answer: Passionate customers that have an emotional attachment to the brand.

Question: Do your customers have an emotional attachment to your brand?

Answer: If not, you can change this.

Your brand is comprised of three things: your products, your company, and you. I have long maintained a brand preference for Dell Computers, Bud Light, and The Texas Roadhouse. But, loyalty is something I reserve for the people with whom I conduct business.

The reason people flock to brands like Apple, Harley-Davidson, and Starbucks is the sense of community that people feel as customers. They mentally align themselves with other users, riders, and coffee drinkers. Even the stores have the feel of community—gathering spots for like-minded individuals. Do your customers feel like they are a part of something bigger than themselves? This primal need-to-belong is common to all human beings. We are hard-wired to connect. It is in our brain chemistry. This is why we have country clubs, motorcycle gangs, and everything in between.

This sense of belonging can be nurtured with the personal relationship that you establish with your customers. You can make them feel like they are an important part of your company. They are. This close engagement forms the basis for the emotional connection to your brand. Your customers may not tattoo their bodies with your company logo, but they can be passionate advocates.

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