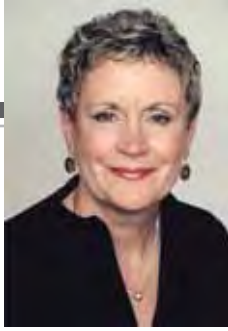


# Using Your Showroom to Build Your

# BRAND

By Trish Brock



***What is your brand?***

***Who are you, and why?***

***What is the image or personality of your dealership?***

***Are your branding claims authentic or merely clever tag lines?***

Whether intentional or not, your company already has a brand. It is what your market says it is, regardless of what you say. It is how your market experiences you. Wonderful logos, beautiful business cards and expensive brochures do not create a brand. These

tools help your market associate their experience with you.

In the context of a dealer showroom, it is important to keep this in mind. You are trying to sell products and so is everyone else. But ultimately, that is not what people are buying. What is being sold is the experience of doing business with your company and the people who work there. Their talents, dedication, and attitudes and the quality of the tools they use ultimately constitute the making of your brand.

When thinking of your showroom as a tool to enhance your brand, it is important to address the physical appearance as well as the experience a customer will have. Here are some points to consider:

Employees should understand the significance and contribution of their roles to the dealer beyond just their job

description. They are the voice of the company. Their enthusiasm and engagement will naturally have a positive impact on their interactions with customers.

Instead of scripting a corporate "presentation," work with your employees to build an authentic message based on shared company values and ideals. This will allow you to reaffirm the important aspects of your dealer's essence which is far more authentic and sustainable than a canned pitch.

Be aware of your corporate culture. An unhappy employee is bound to create an unhappy customer.

What you say must be in alignment with what you do. Your customer's experience inside as well as outside

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*The reception area at Allsteel dealer Spaces in Denver makes an effective statement about innovation and design.*

## Brand

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your showroom will hinge on this. For example, it is difficult to claim great customer service if deliveries are consistently late and incomplete.

Your showroom should serve to inspire, motivate and generate new ideas for your customers. They may come to buy routine and standard products, but they should leave with information on new trends and innovative ideas.

Make sure the layout of your showroom is interesting, welcoming and fresh. Too many showrooms look like warehouses with carpeting. Accessorize with live plants and/or flowers, and be sure the showroom is well lit and clean.

Rotate products, so the showroom doesn't become stagnant. Customers should see something new or different when visiting.

Re-read your promotional literature. Do your showroom and the people interacting with your customers reflect the image portrayed in your materials?

Because you are in your showroom every day, it's easy to not see how it affects someone coming in for the first time. In reality, your showroom and the experience customers and prospective customers have will have as much to do with your brand effectiveness as any other marketing effort. With careful attention to the details of your physical space as well as the culture supporting your message, your showroom could well be your most valuable branding vehicle. Make it work for you!

Trish Brock is a well-known industry consultant, with over 25 years of "real world" sales, marketing and management experience. Her cross-functional consulting group, Trish Brock & Associates, specializes in helping dealer principals and their management teams solve identity, branding, sales support materials and web site challenges. For more information, contact her at 720.277.3035 or [tbrock@trishbrockassoc.com](mailto:tbrock@trishbrockassoc.com).



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