

**You knock again...**



**And the knock goes unanswered.**

*“How will we drive revenue if our knock goes unanswered and our message is ignored?”*

**THERE’S THAT FEELING AGAIN. The one you get whenever you think about your revenue and reputation.**

*“But our team’s amazing,”* you say to yourself, *“and our widgets are great.”*  
*“So why are we ignored?”* And there’s that feeling again.

Defeat. Rejection. Frustration. ***Fear.***

No matter what you do you can’t seem to get the traction you’re looking for or the attention you need.

Everything would change if you only knew the right knock or had the right key. You’d get past the gatekeeper, through the halls and into the corner office. No more *“We’re sorry”* and a lot more *“Let’s get started.”*  
But what’s that key?

**Simply put... it’s your brand.**

You likely have no idea what’s the essence of your company or why people buy from you; which ultimately is your brand, and your brand story is likely weak. Nothing clearly communicated that resonates with your audience and no answer to the question of **“Why You?”**

***So... How is your brand?***

# Stop Banging Your Head Against The Door!

## *The Rebox Brand Assessment*

Before you get swept-away and panic over your brand and how it's doing, you need to know what's working and what's not.

Our Brand Assessment serves as an impartial and insightful guide on the inner workings of your brand. It's the outside voice pointing out the critical areas that need to be addressed. Without it, you'll find yourself – and your brand – alone and misunderstood.

The Rebox Brand Assessment looks across the things you do and say in presenting your brand. We review your sales, marketing and communications efforts to determine where your brand is and where it needs to be.

This Brand Assessment looks at the most important asset you have: *Your Brand*. And it holds the key to driving your revenue and your reputation.



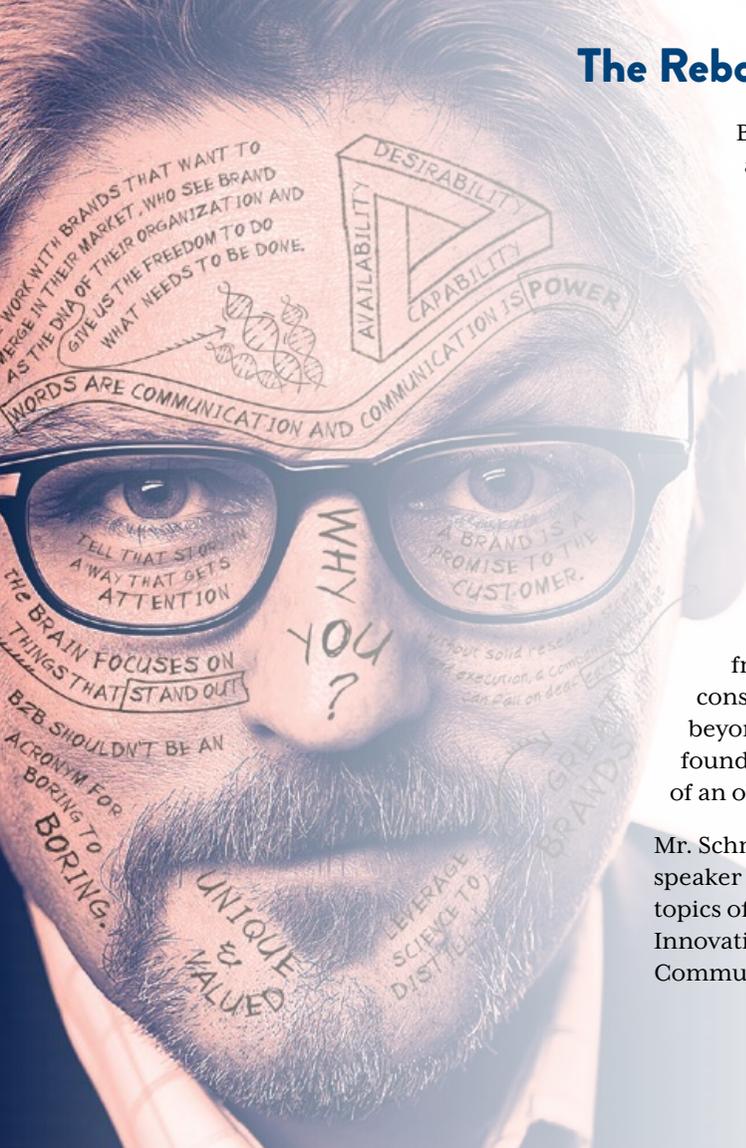
# The Rebox Brand Assessor

Brand Assessors must look at the business wholistically to assess the organization's direction and its brand.

Our President, Robert Schmidt, oversees every Rebox Brand Assessment, combining 20+ years of business leadership with a degree in science and psychology and an executive MBA. He has led hundreds of successful Brand Assessments and engagements across a range of industries,

from oil & gas to finance, to consumer packaged goods and beyond. And in every case, he's found the way to get to the essence of an organization's brand.

Mr. Schmidt is also a sought-after speaker and instructor on the topics of Branding, Brand Strategy, Innovation, Marketing and Strategic Communications.



# What You Take Away

A Rebox Brand Assessment will zero in on the critical issues limiting how your brand story is being received. Our comprehensive review determines where your brand and communications are succeeding and where they are not.

After we complete the groundwork on the Assessment, you'll receive our final report, presentation and recommendations.

We'll detail the steps we took, what we found in our review and keep the door open to helping you implement the recommendations that will drive revenue and reputation.

Instead of the stack of returned proposals and scuffed knuckles from knocking, you'll have a tangible way forward to enhance your organization's revenue and reputation.

## The Rebox Brand Assessment will help your organization...

- Determine the current strengths and weaknesses of your messaging and your brand;
- Better understand gaps and misses within your marketing and communications efforts;
- Guide you to align your offerings more accurately with the expectations of your market;
- Better understand next steps for improving the efficiency and effectiveness of your marketing and sales efforts; and
- Identify new ways to stand out and get the attention you desire.

# Next Steps...

Now that you know about the Rebox Brand Assessment, you'll need to make a decision:

1

Most of what's presented here is new to you. But you think your brand is fine. "We're good!" you say. Cool, there's not much we can help you with. Keep knocking.

2

or...

Most of the information presented here is new to you. You're aware that your brand is underperforming, but you're not sure how to make it stronger. Call!



Let's face it, nobody *wants* to point out the issues that keep your business from greatness. It is, however, a necessary first step in understanding why you're not getting the performance you desire.

The choice is yours. Continue to knock on locked doors with a mediocre brand or push your brand to the next level and get the keys needed to go from "We're sorry..." to

**Let's Start!**

Rebox - a B2B Brand Distillery  
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