



BRAND SECRETS AND STRATEGIES PODCAST #29

Hello and thank you for joining us today. This is the Brand Secrets and Strategies Podcast #29

Welcome to the Brand Secrets and Strategies podcast where the focus is on empowering brands and raising the bar.

I'm your host Dan Lohman. This weekly show is dedicated to getting your brand on the shelf and keeping it there.

Get ready to learn actionable insights and strategic solutions to grow your brand and save you valuable time and money.

LETS ROLL UP OUR SLEEVES AND GET STARTED!

Welcome

Today, as I'm headed out the door to Expo West, I want to share some exciting news with you! IT'S. FINALLY. HERE!

As promised, I have launched my long-awaited Brand Secrets and Strategies course "Turnkey Sales Story Strategies" which will revolutionize the industry!



This ground-breaking training will empower brands seeking to gain a significant competitive advantage. It is packed with little known secrets, actionable insights and strategic solutions to teach brands how to avoid common pitfalls, expand their retail distribution, reduce trade spending, improve merchandising and identify key opportunities for growth.

Let's talk for a minute about story telling. Story telling is the most effective way to communicate. The power of a good story teller cannot be underestimated. The goal of any story is to paint a picture in the other person's mind that they will remember. Brands that are expert story tellers are the iconic brands that we remember from our childhood. Think back to all of the jingles or stories that you remember when you were younger. Perhaps your grandparents or parents were great story tellers? Which iconic story lines do you remember? I recall many popular commercials like 2000 parts from Lever or The Little Black Dress from Dove, or I'd like to buy the world a Coke.



Unfortunately, most brands in this industry take the path of least resistance and mistakably put their fate in the hands of people that don't share your passion for your brand.

Remember that old game of telephone? When you tell someone a story and then they tell someone the story, and then they tell someone the story? You know the one. By the time your story gets to the last person in line, your message becomes unrecognizable.

This is the challenge that most brands have. Their message gets lost in translation. It gets lost in all of the noise and clutter. It no longer resonates or has the desired impact.

The big difference between an average brand and an expert brand is that they are able to tell a story that helps connect, one that builds awareness, community and loyalty.

As a grocery manager, I learned early in my career the power of effective story telling. I learned strategies to give customers what they want which



has helped me to help the brands that I've worked with to gain significant growth.

That's what this whole course will teach you and what it's about. Taking what's unique about your brand , celebrating it and sharing it through effective story telling to help you connect with your consumers. This course will teach you how to leverage your brand to get your product on more retailer shelves.

Throughout my career, I have mentored alot of brands, start ups through big brands. Over the years, they all seem to have many of the following common goals.

THIS COURSE IS FOR YOU IF:

- Knowing how to effectively present a compelling sales story for your brand to retailers, brokers, distributors or investors would be valuable to you



- You have ever wished that you just had a how-to guide to convince retailers to put your product on their shelf
- You are seeking a competitive advantage
- You sometimes feel like an ATM machine and would like to minimize costs and save money
- Knowing what not to do in a retailer presentation might increase your odds of success
- You would like to know what the big brands know
- You want to learn how to position yourself as the leader in your category
- You would like to avoid the common pitfalls that most brands make



- Having actual fact-based insights that go well beyond the standard topline reports and canned presentation would be helpful
- Knowing the secrets and strategies required to get in front of retailers and get your product on the shelf would help you grow sales

If any of these statements apply to you, then I have a special surprise for you!

Because giving back to our community and helping healthy brands succeed is so important to me, I have decided to offer my Turnkey Sales Story Strategies course **AT NO CHARGE. It's my free gift to you.**

You heard that correctly, it's free! This is simply my way of saying thank you to this year's Expo attendees, my loyal readers and my podcast viewers and of introducing you to these valuable courses.



These strategies, and the advanced strategies you will learn in future courses, will help set you apart from other brands.

Spaces are limited so be sure to sign up today so that you don't miss out.

Go to my website now, cms4cpg.com (that's C M S, the number 4, followed by C P G). Click on the Courses tab and register today

This ground-breaking self-paced course contains 5 easy to follow modules. They are building blocks in your roadmap to your success and will provide you with a solid foundation for growth and sales.

This free course is limited to the first 200 registered participants **The DEADLINE to register for this course is 8:00 pm on Sunday, March 18th.**

What's included in this course?



Here is what you will learn:

Module 1 - Knowledge Is Power

Lesson 1: Current strategies and why they fail

Lesson 2: A better way

Lesson 3: The power of a unified voice

Lesson 4: The benefit of being a category leader

Module 2 - Story Telling Secrets

Lesson 1: Selling stories 101

Lesson 2: Know your numbers

Lesson 3: Fact-based selling-What it means and why it's important

Lesson 4: Data 101

Module 3 - Merchandising Recommendations

Lesson 1: Merchandising-Why it matters & strategies to make the category easier to shop



Lesson 2: Merchandising strategies that increase sales

Lesson 3: Effective shelf management-Product Assortment and schematics

Module 4 - Effective Promotions

Lesson 1: The importance of an effective promotion strategy

Lesson 2: Know the true cost of your products

Lesson 3: Know the true value of your promotions

Module 5 - Connecting The Dots

Lesson 1: Quick recap

Lesson 2: Bringing it all together

Lesson 3: Next steps

Anything in there you would like to learn more about?



Here is what you will receive:

- 5 modules of video lessons with me.
- Lifetime access to this course
- Exclusive access to our private course community group on Facebook (by invitation only)

Course participants who complete the course will also receive:

- A free downloadable copy of the companion book, Turnkey Sales Story Strategies (\$ 39.95 value)
- A free 30 minute phone consultation to ask me anything (\$125.00 value)

BONUS #1!

Course participants who complete the free course AND email me a written review within 7 days, will



receive **50% OFF my Brand Secrets and Strategies Foundational course.** This course will be offered to only a select group of people in late March. It's a sneak peak into my advanced course and will be more interactive. NOTE: This group will intentionally be kept much smaller and will be offered through an application process and on a first come-first served basis. (\$500.00 value).

EXCLUSIVE SPECIAL BONUS #2!

Course participants who complete the free course AND email me a written review within 7 days, will receive a **25% OFF discount code valid for 30 days** which will U-N-L-O-C-K the secrets of the advanced Turnkey Brand Strategies course (and 25 years of my industry experience) being released mid April.

Time's almost up to sign up for the free course!

Go to my website now, [cms4cp.com](https://www.cms4cp.com) (that's C M S, the number 4, followed by C P G). Click on the Courses tab and register today



Again, **The DEADLINE to register is 8:00 pm on Sunday, March 18th.**

Tick. Tock.

Please share this podcast and information with your team, colleagues or anyone you feel might also benefit from this free course. I have a lot of great interviews lined up with industry thought leaders. Share, subscribe and stay tuned.

Oh, and if you're going to Expo, I'm one of the Pitch Slam mentors this year. I will be out walking the floor. Hope to see you there!:))



Thanks again for joining us today. Make sure to stop over at brandsecretsandstrategies.com for the show notes along with more great brand building articles and resources. Please subscribe to the podcast, leave a review, and recommend it to your friends and colleagues. Sign up today on my website so you don't miss out on actionable insights and strategic solutions to grow your brand and save you valuable time and money.

I appreciate all the positive feedback. Keep your suggestions coming.

Until next time, this is Dan Lohman with Brand Secrets and Strategies where the focus is on empowering brands and raising the bar.