MAKING THE SALE

BUILDING BRAND VALUES

I

II

III

IV

MAINTAINING ENGAGEMENT

PRODUCT AND MARKET PLANNING

Ia Developing 'Brand Values'

Ib Gaining Legitimacy / Prestige

Ic Signalling Worthiness

IIa Providing Simple, Complete Processes

IIb Devising Strategies For Overcoming Resistance

IIc Adopting An Explicit Marketing Plan

IIIa Engaging Active Sponsors, Champions and Change Agents

IIIb Delivering A Multi-Audience, Multi-Level Message

IIIc Achieving Buy-In (in public)

IVa Ensuring Positive 'Moments of Truth'

IVb Providing Frequent Positive Reinforcement

IVc Facilitating Incorporation Into Routines

IVd Providing Frequent Positive Reinforcement

IVe Signalling Worthiness

IVf Gaining Legitimacy / Prestige

IVg Devising Strategies For Overcoming Resistance

IVh Adopting An Explicit Marketing Plan

IVi Providing Simple, Complete Processes

IVj Engaging Active Sponsors, Champions and Change Agents

IVk Delivering A Multi-Audience, Multi-Level Message

IVl Achieving Buy-In (in public)