



BRANDING IS LIKE DATING



**WHAT IS A
BRAND?**

'I'm a great lover'



PERSONAL SELLING

'I'm a great lover'
'I'm a great lover'
'I'm a great lover'



ADVERTISING

'Trust me.
He's a great lover'



PUBLIC RELATIONS

'I understand
you're a great lover'



BRANDING

**HOW DO
I WOO
MY CUSTOMER?**



STAGES OF DATING:

- 1 **ATTRACTION**
- 2 **MAKING A MOVE**
- 3 **DATING**
- 4 **CROSSROADS**



ATTRACTION

**“You have 7-11 seconds
during a first meeting
to make a
good impression.”**

~ Business Insider



MAKING A MOVE



STRIKE WHILE THE IRON IS HOT!



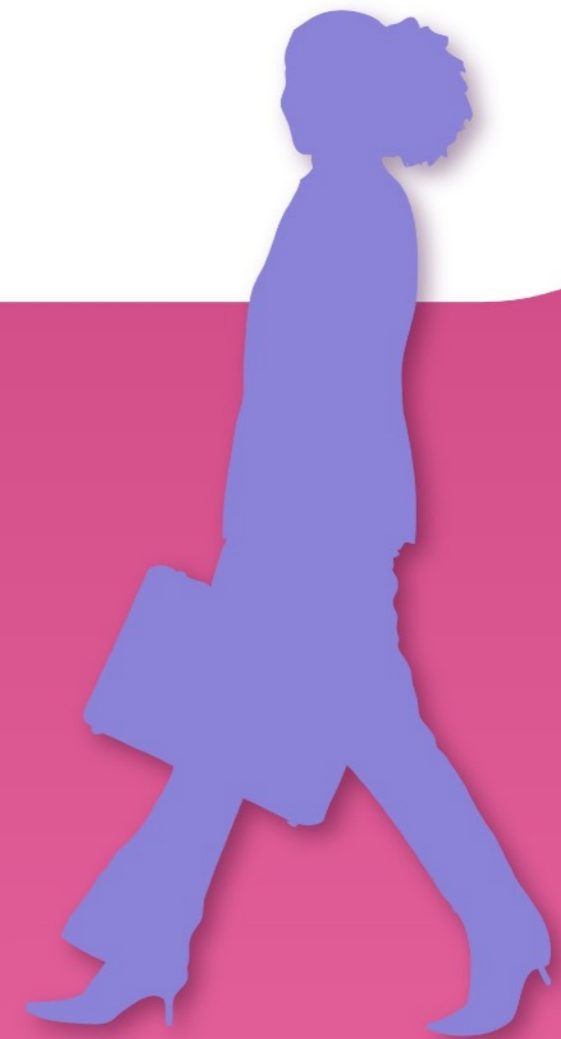
DATING

THINGS YOU SHOULDN'T SAY ON A DATE:

1. You're wearing that?
2. Something smells funny.
3. I have a confession to make...
 4. You're how old?
5. And to think, I first wanted to date your brother.

“Today you are you! That is truer than true! There is no one alive who is you-er than you!”

~ Dr. Seuss





CROSSROADS

**“Your most unhappy
customers are your
greatest source of learning.”**

~ Bill Gates







QUESTIONS?