

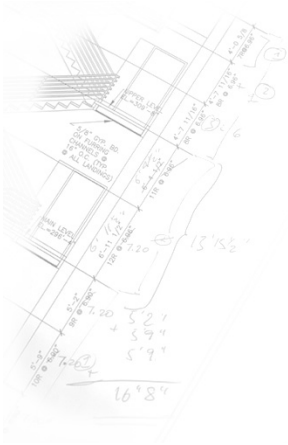
## Discover Workshop

The Discover Workshop is an integral part of our Brand Development Methodology. Its purpose is to assist companies to develop specific methods for:

- \* Exploring the more advantageous position for your company in its marketplace,
- \* Creating compelling branding and marketing programs, and
- \* Developing the foundation for a deliberate and integrated strategy.

This dynamic workshop provides tangible and executable deliverables. It's value comes as much in the questions we ask and the dialogue they inspire, as in the answers provided.

*“This session had a huge impact on us. We can now envision where we're headed as a brand.”*



### Format and Logistics

No prerequisites required. Delve's experienced practitioners will work with self-elected internal stakeholders (usually between 4-6 people) within companies through a 1-day in-person working session with exceptions for individuals abroad or unable to attend in person. During this session, Delve will engage the group in an interactive set of exercises to explore:

What services or products do you offer and what benefits can clients expect?

What sets these offerings apart from the competition?

What is the sales process like? How complex is it and who are you selling to?

Why do you win and lose deals?

### Benefit and Outcomes

Following the working session, Delve will carefully document and deliver its findings in a report within one week of the session. The report will provide the following:

Identification and prioritization of sales, marketing, and branding needs

Outline of a future direction and plan for building or rebuilding the brand

Provide initial strategic and creative recommendations, including groundwork for:

1. A definitive “brand platform” articulating the essence of the company's brand in a given market (e.g., outsourcing for federal clients).
2. How to create: A concise positioning statement explaining in compelling language the company's value in this specific market.

To get started with building your brand, contact Delve at 212-255-3870 or email us at [info@delvegroup.com](mailto:info@delvegroup.com)