


Inixia Resource Materials: Service Management


Brand Building: What



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WHAT What does your service deliver?

- **Strategic focus of your service**
 - What is your promise?
 - What needs are you fulfilling?
 - Can you clearly articulate your service's benefits?
 - What are the reasons to believe you service will deliver on the promise?
 - How the benefit/promise relevant to the WHO?

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WHAT What focus areas?

- Identify 1-2 key benefits that you promise (unique selling proposition)
- **Define the equity of your service organization**
- Link the benefit to the Who.. Is it relevant?
- Why should the WHO believe the benefit will be delivered?
- Define how new initiatives portfolio relate to pre-existing services.

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