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How Field Sales Can Foster Brand Identity by Justine Fitton

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There are many different advantages to implementing a field sales solution for your brand, particularly as we are nearing the festive season. This is the busiest time of the year for many retailers, but it is also a time when competition for consumer spend is at its peak. To help ensure your brand stands out from the crowd, field sales solutions can help create a strong identity and personality for your brand and products.

With so many different approaches to field marketing and field sales, there are few (if any) hard and fast rules. Nevertheless, there are some basic points to consider when making the decision about whether or not to invest in one of these for your brand. One of the most important ways in which field sales can make a difference to both your short-term sales figures and your longer-term brand performance is by helping to add an identity to your brand.

For example, when many field marketing agencies perform field sales work for major brands, they are asked by the brands concerned to wear a uniform that identifies them as staff members of the brand itself rather than the field marketing agency. By doing so, brands are able to use field marketing teams as an effective presence on the ground and in front of consumers. By selecting members of these teams according to a demographic profile that is likely to appeal to customers of the brand, the agency can encourage consumers to associate these demographics with the brand.

By supplying a human face for the brand, you are making it possible for consumers to make empathetic assumptions about the nature of the brand itself on the basis of the presentation of the salespeople concerned. For example, if your brand is one that prides itself on having a friendly and warm image, you can help to develop this by employing field sales staff who reflect this friendly and warm image with their friendly and warm behaviour whilst promoting your product. On the other hand, if your brand is one that relies on an elegant and sophisticated aloofness for its image, you will want a very different sort of person (or at least a very different sort of mannerism) to represent your brand.

One good way to think about field sales teams (and what they can potentially do for your business) is to consider them as brand ambassadors. In other words, whilst they may not be employed directly by your brand, they do represent the outward face of your brand and therefore they have a degree of pseudo-diplomatic significance. This means that whilst they can provide your brand with a number of benefits, they must be carefully selected by a reputable agency to ensure that they do not portray your brand in a negative light.

By bearing these simple facts in mind, you can help to increase the level of consumer engagement with your brand whilst crafting a strong and distinctive brand identity.

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