

# BUILDING BRAND VALUE

A SIX-POINT WORKSHOP



“Brand is what people say about you  
when you are not in the room.”

—Jeff Bezos

## ABOUT THIS WORKSHOP

In this workshop, designed specifically for second-stage companies, your team will learn how they can influence the conversation your target customers are having about your company in ways that will save you money, drive revenue, and build long-term value in your business.

### The Takeaways

- Learn about the relationship between branding and lead generation
- Identify the intangible aspects of your brand that are most valuable for your customers
- Determine your brand's most effective touchpoints, and use those to set your budget priorities

## WORKSHOP COST: \$3,000

Full-day session for up to ten participants from your company's leadership team, marketing and sales departments, and other customer-facing positions.

## ABOUT SIX-POINT

Six-Point is a brand strategy agency that educates and empowers second-stage companies to make transformational branding decisions.

Through empathy and expertise, Six-Point guides management teams on how to tackle complex business challenges that they previously couldn't tackle on their own.