

Building a brand

A brand is not a logo. It has to sit in the DNA of the firm — marketing, business development, how partners speak in the room.

Briefing

Professional-service firms and owner-managed SMEs grow from relationships and cross-selling. In a tight market that work is what protects share, not what decorates the website.

The firms that price like a trusted adviser have already moved from being a transactional outfit that is good at relationships, to a relationship firm that is good at transactions. Brand is the name for that shift.

Strategic client conversations

Relationships start as a dialogue at business level, not only at financial level. Questions the board should be able to answer: how much do we actually engage; do we prepare; do we challenge assumptions; do we know the commercial imperatives; do we know what the client will value.

Clients want the adviser — or the NED — to use knowledge of the business and the market to help them with strategic problems. That is Jayesh's MBA specialism in marketing and business strategy, used at board level rather than as a campaign.

What a strong brand does

It acts as a leadership platform. It justifies premium pricing. It has to match the values partners and staff will actually keep. Align people with strategy. Plan new markets. Build relationships. Cross-sell. Show sector expertise. Decide whether growth is organic, acquisition, merger or alliance. Research what clients need before you invent another service line.