# Panel Discussion

# How Service Software Can Build Your Brand

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### ServiceTrade

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## Dylan Thill

## BuildOps

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## Toby Mitchell

## Classic Electric & Consulting

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# The Question

## How can service software build your brand?

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# The Biggest Takeaway

"If you are not a brand, you are a commodity."

**PHILIP KOTLER** ***The Father of Modern Marketing***
**Kellogg School of Management**
**Northwestern University**

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