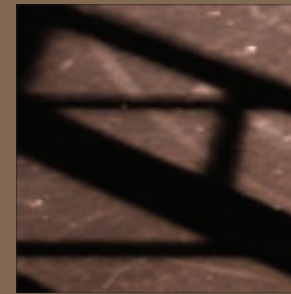


It's All About Winning!



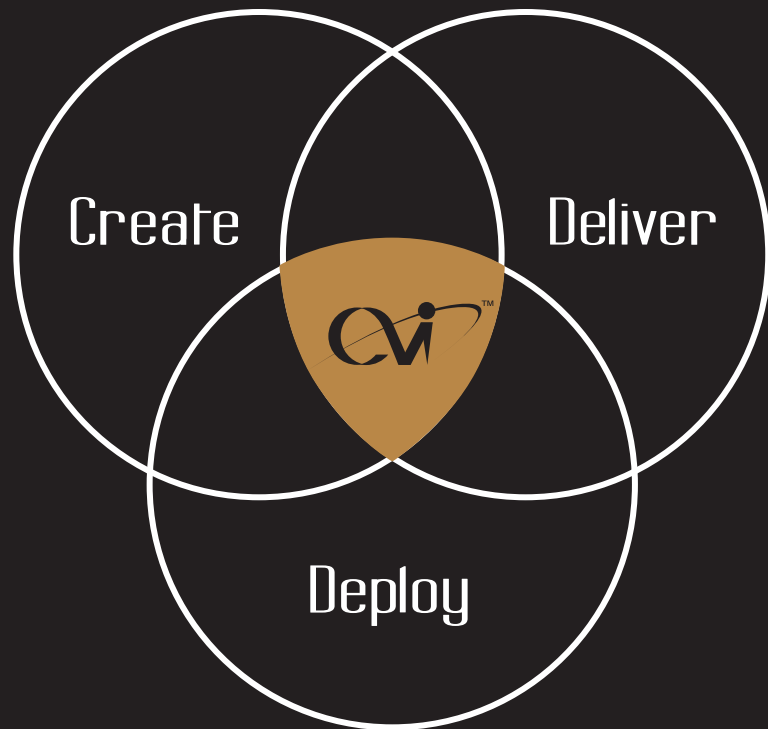
Create — Deliver — Deploy



Corporate Visions Inc.
Changing the Way the World Sells

Create — Deliver — Deploy

It's All About Winning!



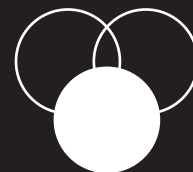
Create — What to Say

Create a great message your sales organization will adopt.



Deliver — How to Say It

Deliver messages that make the buying decision favor your company.



Deploy — Who to Follow

Put your top performer on every deal.



It's About Winning!

Corporate Visions® is unique in the world of sales messaging. We provide all three solutions, seamlessly united by one methodology to build consistency in your organization.




Changing the Way the World Sells! Corporate Visions Inc.

Companies come to Corporate Visions when they want to close more business. For nearly two decades we've helped companies win deals by teaching their sales organization what to say and how to say it.

Founded by two sales and messaging experts, Chuck Laughlin and Karen Sage, Corporate Visions is the global expert in the use of story in business. We'll help you create great sales messages, teach your sales team on how to deliver them, and provide a tool that deploys and reinforces those messages across your entire enterprise.

With Corporate Visions your payoff comes when your sales team is effectively delivering great sales messages to your prospects — at every touch-point in the sales cycle.



What does Story have
to do with sales?
— Everything!



“A much more powerful way [to persuade people] is by uniting an idea with an emotion. The best way to do that is by telling a compelling story.”

— Harvard Business Review*

The Power of Story

The right story, told with passion, wins business.

It opens doors. It accelerates revenue growth. It increases market share. It represents your commitment to the markets you serve.

You want a story so compelling that it excites your organization and sales team. A story that excites them so much that they tell it passionately and the prospect sees you in a different way — a way that separates you from your competition, gives the prospect a clear reason why to make the decision, and why to make it in your favor.

Stories, done well, will align employees around a common vision and cause, sway investors to invest, prospects to buy, clients to stay, and competitors to abandon a market. It's the story that creates the excitement and dominates the decision process. Your product or offering simply delivers on that promise.

* “Storytelling That Moves People: A Conversation with Screenwriting Coach Robert McKee”
Harvard Business Review, June 2003.

What's more strategic than being able to communicate your value?



The Three Feet of Sales Interaction

Exceptional sales organizations know that sales process alone isn't enough. They know they must create and deliver great messages. A structured sales process works best when an organization has unique, memorable, and compelling sales messaging methodology.

All good sales methodologies are designed to provide insight to the selling cycle from a strategic and tactical perspective — who is the prospect, the key contacts, why they are being called on, and where they are in the sales cycle, etc. While of value, nearly all of this planning is typically done away from the customer. A structured sales messaging methodology helps organizations be more effective in front of the customer.

With Corporate Visions your payoff comes when your sales team is effectively delivering great sales messages to your prospects — at every touch-point in the sales cycle.

**Sales process alone won't start a conversation,
build a relationship, or close a deal.**

People start conversations.

People build relationships.

People close deals.



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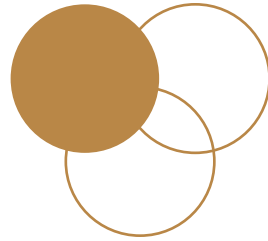
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Create your message.



Create



Power Positioning

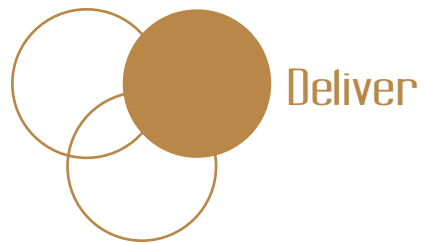
Create a great message your sales organization will adopt.

A great message — the right message — is one that is unique to you, important to your customers, and defensible. This is the basic premise of our Power Positioning process. When you have a message that is built around these three criteria your sales team can't wait to tell it, your customers want to hear it, and your competition can't touch it.

Our professional consultants will work with you to develop the message that differentiates your company from the competition. Unlike many other outside firms we don't develop your message on our own and then present it to you — we work with you. After all, no one knows better than you what your company is all about.

Deliver a stellar
performance.





Power Messaging[®]

Deliver messages that make the buying criteria favor your company.

Imagine your sales force selling with such conviction that you no longer have to compete with your competition; your competition is forced to compete with you. The Power Messaging[®] workshop teaches your salespeople how speak to your prospects' pains and desires, and how to position your solution as the best and only choice. These proven techniques will help your sales team communicate concise messages from your buyers' point-of-view, making it easy for prospects to make a decision in your favor.

Power Messaging[®] Series:

- Power Messaging[®]
- Power Discovery
- Power Messaging[®] for Demos
- Power Messaging[®] for TeleSales

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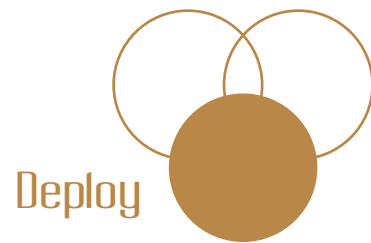
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Deploy and reinforce
your message.



Power Message Launch

Put your top performer on every deal.

Your top performers deliver your sales messages better than anyone else. Imagine if you could put your top salesperson on every deal. What would that mean to your business? Power Message Launch is a customized, interactive, intranet-based system that showcases videos of your executives and top performers delivering your sales messages. The same messages created during the Power Positioning process, using the best delivery practices from the Power Messaging workshop. We combine our experience in sales messaging with the expertise of your top performers to create a tool that excites every sales person in your organization to deliver your messages in exactly the same way. The Power Message Launch tool is a powerful way to deploy and reinforce your messages across your entire organization.

Stay Sharp!

Alumni Services

Our commitment to your success does not end with a workshop or consulting event. Every participant of a Corporate Visions event is invited to take advantage of the extensive support resources available through our Alumni Services.

- **Personal Coaching Support**

Receive individual and team coaching before you go live.

- **The Secret Agent Newsletter**

Your resource for messaging and presentation best practices. Sharpen your sales sword with themed articles, tips, games, and grabber ideas.

- **SellingSecrets.com[®]**

Unlock your sales potential with a large collection of exclusive articles on messaging strategies and best practices, as well as delivery techniques, success stories, and more.

- **Corporate Visions Blog**

Gain an edge over the competition with insights from our co-founders, executives, and consultants.

Corporate Visions Inc.

894 Incline Way — Incline Village, NV 89451

1.800.360.SELL (US only) — 1.775.831.1322

info@CorporateVisions.com

www.CorporateVisions.com

www.SellingSecrets.com

