

## CORPORATE VISIONS

**Contact Information**

Corporate Visions, Inc.  
894 Incline Way  
Incline Village, NV 89451  
Phone: 262-251-3726  
Web site: www.corpv.com

**Past Clients**

Chevron Corporation  
IBM Corporation  
MasterCard, Inc.  
Volvo Trucks North America  
Wells Fargo & Co.

**Company Background and Core Competencies:**

Corporate Visions provides sales and marketing messaging solutions, helping companies leverage their unique competencies with compelling delivery techniques to position the buying decision in their favor. During Corporate Visions' on-site engagements, the company works with clients to create memorable sales messages, teach sales people to communicate these messages, and arm the sales force for high performance and consistent delivery.

**Sales Messaging Offerings:**

Corporate Visions offers a three-day workshop designed to create a consistent sales message reps can use to tie the needs of customers to the organization's unique differentiators, as detailed below.

**Day 1**

**Power Positioning**—Facilitators work with a cross-functional group of 12 to 15 people to determine the client's unique differentiators that could become the foundation of a new sales message.

**Day 2**

**Conversation Roadmap**—Facilitators and participants brainstorm a handful of the company's top business objectives. For each objective, participants identify the customer pain points that objective addresses, and then for each of the pain points, they list:

- 1) The "power position" that would work best in a sales conversation
- 2) A transition question to reframe the customer pain point to reveal the unrecognized problem behind the need
- 3) The differentiator(s) that solve the previously unseen problem
- 4) The value created by relieving the pain
- 5) The evidence that the organization can deliver the solution

The end result is the creation of a rough narrative that forms the outline for the messages reps will use to position their company differentiator to address customer pain points.

**Day 3**

**Message Refinement**—Through role-playing conversations, the rep participants practice utilizing the messages developed from the "roadmap" process, incorporating feedback for refinement purposes. Corporate Visions works with participants to analyze their sales process and messaging moments to document the necessary steps to move the buying cycle forward from the first appointment to closing the deal.

Two weeks after the workshop, Corporate Visions delivers a draft version of the roadmap, a visual of the company's buying cycle, and descriptions of tools identified for development. The final toolkits, such as the copy-written "roadmap" guide for reps, are finished 70-90 days after the workshop.

**Distinguishing Characteristics:**

The following characteristics differentiate Corporate Visions from its competitors:

- **Clickable "roadmap"**—As an add-on, Corporate Visions can turn the "roadmaps" generated during the workshop into interactive, clickable PDFs that reps can utilize to guide the selling process.
- **Tools training**—Corporate Visions offers sales skills training focused on leveraging new tools to differentiate their message.

**Pricing:**

Corporate Visions charges the following for its sales messaging services:

- 3-day workshop: \$60,000 for 12 to 20 participants
- Copy written version of the "roadmap" and conversation guide: \$30,000
- Toolkit generation: \$25,000 for 5 tools
- Two-day sales training workshop that focuses on teaching reps to leverage *Power Positioning* in their customer-facing interactions: \$34,000 for up to 20 participants