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## **Corporate Visions Sets New Record for Revenue, Bookings and Profitability**

*Demand from Companies Seeking Messages, Tools and Training that Create Differentiation Fuels Growth*

**Incline Village, NV – January 2011** – Corporate Visions, the leading sales and marketing messaging company, reported their 2010 fiscal year figures. The company reported 44% growth in revenue, 50% increase in bookings and more than 36% growth in profitability in 2010. This follows on the heels of a previous record year with 23% growth in 2009.

“Before sales and marketing leaders begin to replace lost headcount, they are looking to first increase the performance of the sales professionals in place,” says Joe Galvin, Vice President and Research Director for leading Sales and Marketing analyst firm, SiriusDecisions. “Investments in training and sales enablement that drive greater productivity and effectiveness are rising to the forefront of sales leaders’ attention.”

“We’re grateful to our world-class clients who see the value in investing in new messages, tools and training as a strategy for winning in a recovering economy,” said Joe Terry, CEO of Corporate Visions. “Our solution holds a special appeal for companies looking to differentiate themselves in competitive categories where customers are indecisive or sticking with the status quo.”

Corporate Visions saw significant growth in the demand for messaging development and consulting services to complement their core skills training services. In particular, a new approach to early-stage, executive-level messaging called the Distinct Point of View.™ Companies looking to break through the status quo challenge and create more opportunities engaged Corporate Visions to create their Distinct Point of View and package it with a new training product called Power Deal Creation™ focused on new customer acquisition skills.

“Companies want the messages and tools to align with their selling skills training and take an integrated approach to improving customer conversations,” said Tim Riesterer, CMO and SVP of Products and Consulting. “This was a breakthrough year for bringing Marketing and Sales departments to the same table to deal with the issue of differentiation and how they can work together to crack that code.”

Corporate Visions also launched a National Conference on Marketing and Sales Alignment in 2010. The second annual event is planned for September 2011 in Chicago and is expected to attract 200 top companies.

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## About Corporate Visions Inc.

Customer conversations are your best opportunity for competitive differentiation. You need to be different, where it counts. With Corporate Visions you will: **develop messages that matter** because they focus on your customer and set you apart from your competition; **deploy tools that get used** by the field because they are aligned to every step in the buying cycle, and empower you to accelerate deals through the pipeline; **deliver training for winning conversations** that teaches you the science and art of how to tell your story with impact and differentiation at every customer interaction, making it easy for prospects to choose you.

For more information contact us at [www.CorporateVisions.com](http://www.CorporateVisions.com) or by calling 775-831-1322 or 800-360-SELL.