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FOR IMMEDIATE RELEASE

Corporate Visions Reports Fourth Straight Year of Record Growth

*Company Grows Revenue 182 Percent Since Start of the 2008 Recession
by Expanding Marketing and Sales Messaging Services*

INCLINE VILLAGE, Nev. – January 31, 2012 – Corporate Visions, Inc., the leading [sales and marketing messaging](#) company, today announced a record 2011 fiscal year, including 30 percent revenue growth on the heels of record revenue growth in 2010. Overall, company revenue has grown 182 percent since Jan. 1, 2008, one month after the official start of the “Great Recession.” Corporate Visions grew in the face of the recession by aggressively expanding beyond its traditional sales skills training business into the Customer Conversation System, which integrates [messaging development](#), [tools deployment](#) and [skills training](#). This led to tremendous traction with customers and partners, resulting in continued record performance.

“We delivered exactly what companies needed in a bad economy – practical tools and techniques for making salespeople more relevant and effective,” said Tim Riesterer, chief strategy and marketing officer for Corporate Visions. “Now that a recovery is underway, Corporate Visions continues to grow because having effective salespeople is a critical competency in any economy. And today, companies are looking for messaging expertise that drives greater success across the buying cycle, from demand generation to sales enablement, and that is precisely why they come to us.”

Corporate Visions’ key milestones for 2011 include:

- **Significant customer traction** – Corporate Visions signed more than 35 customers across a variety of industries, including technology, financial services, telecommunications, healthcare, insurance, business services, and more.
- **New strategic partnerships** – By [partnering](#) with third-party measurement company BeyondROI, Corporate Visions is now able to offer its clients a built-in 90-day assessment with every messaging initiative, providing them with an independent measure of the efficacy of the program. In fact, Philips Respironics [reported](#) generating a 10-fold return regarding specific deal closings and its overall sales pipeline as a result of implementing Corporate Visions’ messaging and training program.
- **A successful book release** – Co-authored by Tim Riesterer and released by McGraw-Hill, “[Conversations That Win The Complex Sale](#)” became a popular seller on Amazon.com. The book also received [industry recognition](#) from the American Marketing Association and *Selling Power Magazine*.
- **New product launches** – The company [introduced Power Coaching™ Training](#), which consists of an eLearning pre-event course to introduce messaging-specific coaching skills, followed by a one-day advanced workshop specifically designed for managers to help them reinforce and apply Power Messaging® techniques in the field. Corporate Visions also [launched the Power Tools™ deployment](#)

[system](#) – a self-contained sales messaging toolkit, which includes seven proven coaching and customer-facing tools aligned with the specific steps in a typical buying and selling process.

- **Exceptional customer ratings** – In addition to rapid growth during tough economic times, Corporate Visions also received excellent ratings from its customers. Using the Net Promoter Score® metric to gauge customer enthusiasm, the company earned a score of 71, which is the same customer satisfaction number reported by Apple®.
- **Expansion of philanthropic efforts** – Corporate Visions also expanded its charitable initiatives by [announcing](#) the launch of the [CVI Power Foundation](#), which includes several programs to encourage and assist staff in giving back to their communities. In addition to corporate giving programs, Corporate Visions provided each employee with two extra days of paid time off for community and charity activities, as well as matching donations of up to \$2,000 for each employee’s cause of choice. In the past year, the foundation’s overall contributions grew by an impressive 420 percent.

“Corporate Visions had an incredible year in 2011, filled with many achievements – from extraordinary growth to key client wins – and that is something that we as a company are extremely proud of,” said Joe Terry, CEO of Corporate Visions. “In the coming year, we will continue to deliver effective sales and marketing solutions that have a positive and measurable impact on our clients’ bottom lines.”

About Corporate Visions, Inc.

Corporate Visions, Inc. helps global business-to-business companies create more sales opportunities, overcome the status quo, and win more deals by improving the conversations sales representatives have with customers. Companies engage Corporate Visions in three key areas:

- Developing differentiated messages that concentrate on customer needs;
- Deploying tools that support critical steps in the buying cycle and that salespeople will actually use; and
- Delivering sales skills training that teaches salespeople how to tell their story in a way that is impactful, engaging and memorable.

Corporate Visions helps clients such as ADP, Dell, Dow Jones, GE and Oracle align marketing and sales with a repeatable methodology for creating unified, sales-ready messages that lead to winning conversations with customers. For more information about Corporate Visions visit www.corporatevisions.com or call 775-831-1322 or 800-360-SELL.

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