

FOR IMMEDIATE RELEASE

Aberdeen and Corporate Visions partner on new Sales Training Survey

Strategies focus on improving verbal interactions with prospects and customers

Incline Village, NV – October, 2009 – Aberdeen recently released its Sales Training Survey results, *Translating Tribal Selling Knowledge into Bottom-Line Productivity*. The research was sponsored in part by Corporate Visions, the [leading marketing and sales messaging firm](#).

Over 500 companies participated in the survey, which looked at how skills development, technology and other enablers were having the greatest impact on peak sales results. Corporate Visions has produced a brief, 3-minute, multi-media summary of the key results:

<http://www.brainshark.com/corpv/aberdeenresearchresults?tx=pr>

“One consistent theme emerges when you look at the strategic actions most frequently deployed by companies using sales training. The two most cited strategies focused on what salespeople say, do and write in order to create perceived customer value,” said Tim Riesterer, CMO and SVP of Strategic Consulting for Corporate Visions.

This includes the personal skills of prospecting, nurturing and closing deals, which were directly linked with finding better ways to make the verbal conversations between reps and their prospects/customers more meaningful. “The common theme is the human element. The interactions with customers. Not necessarily the administrative function or sales process,” Riesterer adds.

A free copy of the report is available on the Corporate Visions website (www.corporatevisions.com).

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: **create messages** that focus on your customer and set you apart from your competition; **develop tools** that align to every step in the buying cycle, and empower the field to accelerate deals through the pipeline; **deliver training** that teaches you how to tell your story with impact and differentiation at every customer interaction, making it easy for prospects to choose you.

Corporate Visions’ world-class customer and advisory board include, MasterCard, ADP, CA, Oracle, GE, Xerox, Millipore, AmerisourceBergen and Infor. For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL.