

Leading Sales Skills Training Now has Built-In ROI Measurement *Corporate Visions quantifies results of training with new 3rd-party assessment solution*

Incline Village, NV – September 2011 – Corporate Visions, Inc. announced today that it will integrate a 3rd-party ROI measurement with its popular Power Messaging® sales conversation skills training solution. The 90-day post-training assessment will track adoption, behavior change and business impact. The new solution will incorporate a custom survey developed and delivered by BeyondROI, a leading training performance measurement company.

“Companies need to take the guesswork out of whether your sales skills training investment is working the way you intended,” says Joe Terry, CEO of Corporate Visions. “To be a true partner, we went the extra step and actually integrated a third-party ROI approach right into our solution, so our clients know exactly where and how their Power Messaging investment is paying off.”

The way Power Messaging with *ROI* works is that salespeople are surveyed 90 days after they take the course. The survey is strategically built to determine which skills are being used, when they are being used, how often they are being used, the difference the skills are making in key areas of sales performance, as well as identifying specific deals that are materially impacted by the new approaches. The results are provided as a total picture of the return on a company’s investment in skills training.

“The Beyond ROI survey is an invaluable tool that shows us how Power Messaging is truly helping our sales reps create and deliver messages that differentiate us from the competition and create value in the eyes of the customer,” says Susan McGinnis, Senior Sales Trainer for Philips Respironics, a Corporate Visions’ client. “The survey data also shows us what specific areas we need to focus on to keep Power Messaging alive in the field and create new tools for the sales reps. Another powerful section of the survey is the coaching section, which depicts the specific areas that our sales managers need to spend more time on developing and mentoring salespeople on the techniques in the field.”

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“Corporate Visions has taken a bold step with this solution,” says Dave Stein, CEO of ES Research Group, Inc., the leading source of independent knowledge about sales training. “ESR believes that less than 10% of sales training initiatives are integrated with a diligent and auditable process designed to measure the results. This capability places Corporate Visions among the elite sales performance improvement providers that measure and will therefore be held accountable for what they deliver to their clients.”



*Interview with Scott Watson,
Founder of BeyondROI*

“Everyone asks about the ROI, but when push comes to shove, not many companies are willing to make the extra effort to measure it. And, most sales skills training companies are happy to keep it that way because they aren’t confident in the outcomes,” says Tim Riesterer, Chief Strategy and Marketing Officer for Corporate Visions. “We think our approach will become the new standard of client partnership. ROI isn’t a nice to have, it’s a must have. And, now we’re making it a ‘will have’ with Power Messaging with *ROI*.”

Watch an interview about the importance of measuring sales training programs with BeyondROI Founder, Scott Watson. <http://win.corporatevisions.com/ROI-Measurement-PowerMessaging.html>

About Corporate Visions, Inc.

www.corporatevisions.com

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. Corporate Visions’ world-class customer’s who are willing to speak at their conferences and provide public testimonials for their concepts include: ADP, Oracle, GE, Dell, Wells Fargo, Kodak, AmerisourceBergen, Kronos and more.