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Conference Focuses on Aligning Two Smartest, Most Expensive Operations

Marketing and Sales Alignment Executive Forum launched by Corporate Visions

Incline Village, NV – February 26, 2010 – Two thought-leading companies have joined forces, Corporate Executive Board and Corporate Visions, to put together a unique Marketing and Sales executive event taking place October 7-8, 2010 in Lake Tahoe.

One thing that makes this conference unique is that each attendee receives a custom benchmark audit on how their company's Marketing and Sales departments are aligning for maximum performance. During the event, results will be benchmarked against other world-class companies and they will be able to compare their results to the rest of the group. In addition, every company participates in a working session to create an action plan for maximum performance.

"That's why we subtitled the event, 'enough talk, let's take action,'" said Tim Riesterer, CMO and SVP of Consulting and Products for Corporate Visions. "The event will take action on real ideas, examples, and personalized peer interactions that attendees can take back with them and put to work."

The day-and-a-half executive forum also includes "case studies in-progress" and panel discussions with some of the world's best companies, including GE, Dell, ADP, CA and others. As evidence that Marketing and Sales alignment has become an enterprise priority, the event keynote speaker will be Geoff Colvin, editor-at-large for FORTUNE magazine, and author of several books including the recently released, "Upside of the Downturn."

"To make sure that everyone attending has the best possible experience, we are limiting attendance to the first 150 Marketing and Sales executives," Riesterer said. "This will be an intimate, interactive and results based."

What attendees will experience

1. **You will get an alignment action plan.** Get a free audit, personalized recommendations and coaching on how your Marketing and Sales departments can get together as a powerful commercial engine.
2. **You will be able to steal world-class alignment ideas.** Hear from, and ask questions of your peers who are championing Marketing and Sales alignment at their companies and aren't afraid to give you the straight scoop.
3. **You will network with the best in the world.** Benefit from breakthroughs generated by industry-leading best practices companies Corporate Visions and Corporate Executive Board – the content sponsors for this event.

To get more details and register, visit the Corporate Visions Marketing and Sales Executive Forum website for registration information and more details at <http://www.corporatevisions.com/conference/>

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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.

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