

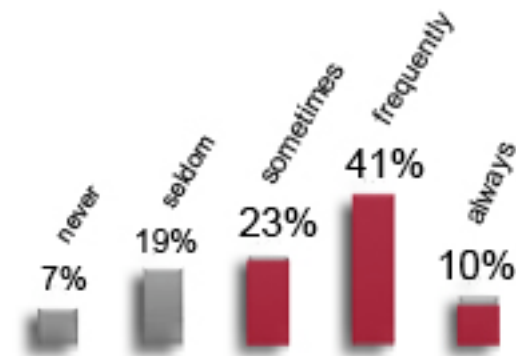
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Corporate Visions' Survey Proves "Collateral Damage" in Marketing & Sales Communications *Marketing departments still struggle for control over what Sales people communicate to Clients*

Incline Village, NV – March 12, 2009 – They've come clean. 74% of sales people admit publicly to rewriting messages and recreating tools created by Marketing, according to a recent survey of over 7,000 sales people conducted by Corporate Visions Inc.



The sales people were asked how often they edited or changed collateral or sales tools from Marketing before using it with a prospect or client. Officially, 23% responded *sometimes*, 41% responded *frequently*, and 10% responded *every time*. The poll also found that the majority of sales people find the content provided by their marketing departments offer 'medium' to 'low' value to their sales efforts.

"The big risks associated with this 'clandestine collateral' is brand dilution, messaging schizophrenia and lackluster customer communications?" according Tim Riesterer, SVP of Strategic Consulting and CMO at Corporate Visions Inc. "Companies need to take this problem seriously because the cost in hard dollars and missed opportunities is too great."

Corporate Visions has identified three problems with most marketing and sales communications that need to be addressed:

- 1) Messages contained in sales tools don't reflect the desired conversations sales people want or need to have with customers
- 2) Sales tools don't work the way sales people work because there's no clear alignment with the actual activities in a consultative sales cycle
- 3) Sales messages and tools are not integrated with actual sales skills training that teaches sales people to be better messengers

“Corporate Visions helps you create customer conversation-ready messages and sales tools that sales people can’t wait to use,” Riesterer adds. “This gives Marketing has more control over the consistency and quality of the messages that end up getting used in the field.”

About Corporate Visions (www.corporatevisions.com)

Corporate Visions helps companies differentiate themselves from their competitors, where it counts, their customer conversations. The Corporate Visions *Customer Message Management* system™ helps companies create, deliver and deploy messages, tools and training as part of an integrated process. Corporate Visions works with globally recognized companies such as MasterCard, ADP, IBM, GE Healthcare, Oracle, Xerox, CA and many more. For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL.

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