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NEW Training Course Teaches Marketers How to Create Field-Ready Content

Power Positioning™ Training helps marketers align messages and tools with selling activities

Incline Village, NV – April 2008 – How confident are you that the marketing messages and tools you create are getting used by sales people and having the necessary impact on your selling success? Surveys have shown that up to 90% of the marketing messages and tools created for sales people are going unused in the field.*

“Here’s the problem,” according to Tim Riesterer, Chief Marketing Officer for Corporate Visions® Inc. and author of *Customer Message Management. Increasing Marketing’s Impact on Selling*. “Despite a glut of marketing books, education and training on branding, advertising, and lead generation there’s one thing noticeably absent—a serious-minded, strategic approach for creating field sales-ready marketing content that sales people will actually use.”

Corporate Visions® Inc. is changing all that with the launch of its Power Positioning™ Training course for Marketing and Communications professionals. It’s a first-of-its-kind training program dedicated to helping marketers align messages and tools with selling activities to drive greater message consistency, control and quality deeper into a sales cycle.

The Power Positioning Training program consists of:

- Detailed pre-work module
- 2-day hands-on training event
- Complete workbook containing explanations, examples and exercises
- Access to online, multi-media refresher modules
- Licensed techniques, tools and templates

TransUnion Standardizes Marketing and Communications on Process

“Here’s your chance to put a process in place that will get Marketing and Sales on the same page in creating differentiated value propositions, along with a systematic approach for developing messages and tools that sales people will actually use to deliver your brand at the all-important point of customer interaction,” according to Jennifer Bullock, Director of Marketing, TransUnion, a leading business information company that has standardized on the approach in their Marketing and Communications.

Executive Insight Event to Preview Power Positioning

To find out more about the Power Positioning Training program consider attending a Power Positioning Executive Insights event. Here's a link to a 5-minute overview and the online registration page:

<http://www.brainshark.com/corpv/powerpositioninsights>

About Corporate Visions

Corporate Visions helps companies differentiate themselves from their competitors —where it counts, in their customer message. The Corporate Visions Customer Message Management™ system helps companies create, deliver and sustain messages in a way that creates a differentiated customer experience at the point of sale. Corporate Visions works with globally recognized companies such as MasterCard, ADP, IBM, Volvo Trucks, CA and many more. Corporate Visions provides marketing and sales messaging, tools and training products and services. For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL.

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**AMA. Customer Message Management Series. 2004*