

# Power Tools™

DEPLOY TOOLS THAT GET USED



## Industry Fact:

Sales tools a budget bulls-eye?

Up to 90% of marketing materials created for sales support go unused by the field.

- American Marketing Association's Customer Message Management Forum

## Business Challenge

Marketing traditionally creates a lot of messages and materials that salespeople never use. Tools created in the name of sales support don't reflect the desired customer conversation and don't work the way salespeople work.

Meanwhile, sales reps create their own materials to fill the gap, causing your value proposition to disintegrate as it hits the street – where it's needed most.

Not only does this create message schizophrenia and brand splintering, but your B and C reps struggle to put together a compelling story and do not communicate in a consistent, high quality way to prospects – causing you lost revenue and hard-earned leads.

## How This Affects You

- You waste time and money creating messaging and tools that go unused in the field.
- You lose control of the message and brand at the all-important point of field customer conversation.
- Leaving the message in the hands, and on the lips of each sales rep, you lose the power to differentiate.

## What if you could...

What if you could deploy messages and tools that your salespeople couldn't wait to use?

What if reps credited your sales tools with helping them advance the deal at every critical moment of truth in a customer buying cycle?

What if you could improve the consistency and quality of prospect interactions across all skill levels?

## Customer Success

The MasterCard sales leadership changed its selling strategy to focus on customer needs and redefined its skill development and selling processes.

Key Marketing executives realized they needed to



change the way they supported the sales team. They had to align corporate marketing with product marketing to create messages and tools that work the way

salespeople were being trained to sell.

A survey revealed that only 27% of salespeople felt the current collateral was adding value to their sales cycles. So, MasterCard identified their customer buying process, aligned the sales tools to the sales process, and involved sales in message creation and tool development.

## The results:

- 95% of salespeople rated the new tools as more effective at positioning
- 84% rated the new tools as better for solution selling as opposed to just product selling

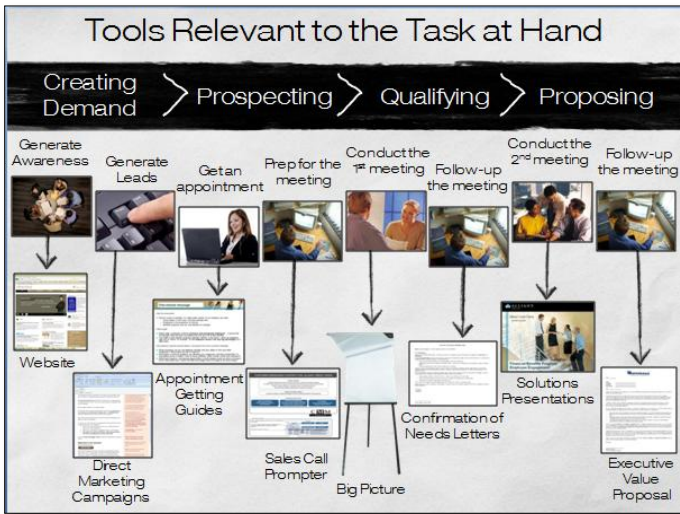
# If

- No one uses your selling communications tools...
- You've built playbooks, but they are collecting dust, untouched...
- You see salespeople creating their own collateral materials and completely changing the messages you provide...
- Your message is getting lost and you've wasted money creating tools that have no impact...

# Then

You need Corporate Visions' **Power Tools™**.

Start by reviewing your buying-cycle in tandem with your sales process. This unique analysis will reveal the actual activities your salespeople perform at each messaging moment of truth. Those activities point to what kinds of tools are appropriate and necessary for every sales step.



You will be introduced to best practice examples and provided with templates to help you re-tool your toolkit. Things like sales coaching tools, customer-facing content and messaging objects for the spoken word will ensure you deploy messaging salespeople can, and will, actually use.

# What You Gain

- No more wasted effort on unused messages and collateral
- No more clandestine collateral, freelancing or fabrication in the field
- More clarity, control, consistency and quality across all customer interactions

# What It Is

**Power Tools** is a combination of training and consulting during a one-day, onsite workshop. The blended learning approach includes a pre-event eLearning that will introduce you to the concepts and a follow-up web conference where you'll receive coaching on the tools you've completed.

## Messaging Moments of Truth

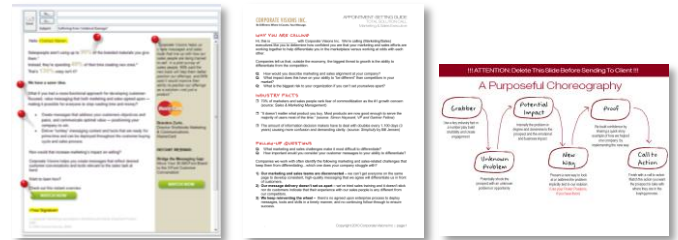
### Buying-Cycle Analysis Report

Identify the key messaging moments of truth in your buying cycle and sales process. Determine the relevant tools for each selling task.

## Proven Best Practices

### Examples and Templates

Review examples of sales tools proven to work in the field and break down their exact anatomy. Practice building prototypes using your messaging.



You will see different best-practice tools, such as emails, appointment-setting guides and sales presentations that follow the purposeful choreography structure.

## Right Tool at the Right Time

### Conversation Toolkit Coaching

Learn how to leverage the Conversation Roadmap® (created during Power Positioning® Consulting) to insert content into the identified tools. After the onsite, you will receive a follow-up coaching call to review your tool development progress.

## Customer Message Management System

