

FOR IMMEDIATE RELEASE

Sales Toolkit with Online and Mobile Access Launches Your New Field Messaging Power Tools™ deployment puts messaging in hands of salespeople when and where needed

Incline Village, NV – February, 2011 – Why does 70-90% of the sales content, tools and collaterals companies create go unused by salespeople? Because it is not relevant to the customer conversation nor the selling task at hand, according to research conducted by Corporate Visions. In fact, 75% of salespeople admit to almost always or always creating their own materials.

To help companies improve the usage, consistency and quality of their messaging in the field, Corporate Visions announces the new Power Tools™ deployment system. Power Tools is a self-contained sales messaging toolkit, including seven (7) proven coaching and customer-facing tools aligned to specific steps in a typical buying/selling process. The tools are packaged in a micro-website with easy to view thumbnails, identified by sales activity and key customer buying objectives. The website is linked to a company's sales portal or CRM system, and also can be accessed using a mobile device.

"Salespeople typically use 5-7 tools in a sales cycle. Yet, many companies create launch kits with 20-30 different selling tools in them," says Tim Riesterer, CMO and SVP of Strategic Consulting and Products for Corporate Visions. "We've identified those tools that align to key moments of truth in the sales cycle where messaging content is required to prepare for a sales call or provide quality follow-up to advance the deal. Ironically, most of the tools we've determined are the most useful never make it to the typical sales tool checklist."

The Power Tools deployment system is specifically designed for Corporate Visions' Power Positioning® clients. In Power Positioning, companies develop their unique value propositions, using a cross-functional workshop approach. The deliverable is a powerful messaging "source document" called the Conversation Roadmap, which provides the messaging elements to populate the new Power Tools.

"To maximize the impact of our messaging, we knew we'd need to put it into sales tools that will actually get used by the field," says Todd Sims, Sr. Director of Communications for Omnicell, Inc. "Power Tools from Corporate Visions is a refined, practical set of coaching and customer-facing tools that match what salespeople do in the selling cycle, and it's visually presented to them in a way that makes it simple to get the right tool at the right time. All this is helping us deliver a consistent and impactful brand message to our market."

The Power Tools deployment system includes completed templates for: appointment-setting emails, pre-call coaching guides, an early-stage Point-of-View™ pitch, cue cards, follow-up emails, Solution Brief™ leave-behind collateral and modular solution presentations.

For more information on Power Tools click on this link for a 8-minute multi-media overview:

http://www.brainshark.com/cvi/Power_Tools

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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 advisory board includes: ADP, CA, Oracle, GE, Dell, SAP, AmerisourceBergen, Kronos and more. For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL.