

FOR IMMEDIATE RELEASE

Riverbed Works with Corporate Visions to Keep Competitive Edge

Corporate Visions helps make customer conversations more compelling, memorable and impactful

Incline Village, NV – June, 2010 – Even successful companies know they must keep pushing to stay one step ahead of the competition. Riverbed Technology is an award-winning IT performance company that saw an opportunity to fine-tune its successful field sales force by creating a different sales experience – right down to its conversations with prospects.

“We work hard to generate leads and create opportunities to speak with the right people. While doing so, we want to make sure that our conversations and presentations don’t fall flat and waste that effort,” says David Peranich, SVP of Worldwide Sales at Riverbed®. “That’s why we focused our sales training on improving our ability to effectively message. We wanted to teach our sales team to better connect with what the prospect cares about and then communicate our value proposition in a way that resonates.”

Riverbed’s salespeople had been through just about every type of sales training around selling process and methodology. They are a senior, experienced group with a track record of success around planning and strategizing about how to work with a potential customer. Peranich knew his sales force could always benefit from more training, but the question was what would add unique value, and be something his team would consider valuable.

“We piloted Corporate Visions’ Power Messaging with a cross-section of management, sales and pre-sales employees,” Peranich said. “Everyone came out of the training and said this was the best training they’d ever received because the skills taught in the training were about engaging the prospect, not the process of selling. It wasn’t just about who you need to speak with... it was about what to say when you get there. This training was completely different and complimentary to anything else we’d ever done.”

Marketing and Sales Alignment

The fact that Power Messaging is about making sales people better messengers means that Marketing and Sales need to be connected. At Riverbed there was already a unique alignment between the two groups. According to Peranich, this training was very transferrable to the Marketing group and provided an opportunity for both sides to further integrate their efforts.

“Having the Marketing and Sales teams on the same page is very important,” he said. “The tools and techniques taught in Power Messaging provide an opportunity for the Marketing team to build messages and message objects using the same approaches that the Sales team has been taught to use – significantly increasing the consistency and quality of how the brand is delivered at the street level.”

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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.