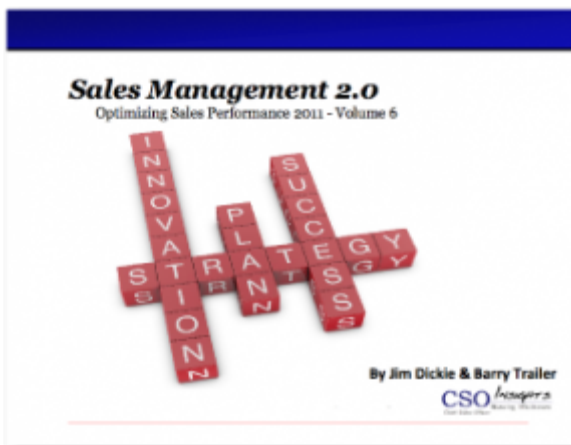

FOR IMMEDIATE RELEASE

CSO Insights e-Book features Corporate Visions

Leading sales performance analysts highlight Corporate Visions' approach to messaging

Incline Village, NV – September, 2011 – CSO Insights is like the Gallup Polls of Selling. They do some of the most exhaustive and respected research in sales effectiveness. Their yearly “Sales Performance Optimization” survey of over 2,000 companies is often cited as the industry benchmark by many respected sources. Recently they featured Corporate Visions in an e-Book covering several key sales performance optimization topics.



Sales Management 2.0: Optimizing Sales Performance 2011 – Volume 6 includes a section on sales messaging and interview with Tim Riesterer, CMO of Corporate Visions and co-author of “Conversations that Win the Complex Sale.” It’s great recognition that the customer conversation, and the message development and delivery process that goes into it, is considered a strategic component of sales optimization, Riesterer says. “It’s a privilege to be included as an industry thought leader.”

[Get your free copy of this insightful eBook.](#)

About Corporate Visions, Inc.

Corporate Visions, Inc. helps global business-to-business companies create more opportunities, avoid “no decision,” and win more deals by improving the conversations field sales representatives are having with customers. Companies engage us in three key areas, when they need to:

- **Develop messages** that concentrate on customer needs, and differentiating from the competition.
- **Deploy tools** that support critical steps in the buying cycle and salespeople will actually use.
- **Deliver sales skills training** that teaches salespeople how to tell their company story with impact, in a way that’s engaging and memorable.

As a result, our clients see greater alignment between their Marketing and Sales organizations, because they have a repeatable methodology for creating unified, sales-ready messages that lead to winning conversations with customers. Global organizations such as ADP, AmerisourceBergen, Dell, Dow Jones, GE, Kronos, Oracle, Wells Fargo and many others rely on this approach.