

Communications Contacts

Jeannie Frantz
Corporate Visions, Inc.
jfrantz@corpvy.com
775-831-1322

Meghan Locke
Davies Murphy Group, Inc.
cv@daviesmurphy.com
781-418-2434

Corporate Visions to Host First Quarter Executive Insights Sessions

Co-Authors of “Conversations That Win The Complex Sale” to Discuss How to Break Through the Status Quo Barrier to Create More Opportunities and Win More Business

INCLINE VILLAGE, Nev. – February 8, 2012 – Corporate Visions, Inc., the leading [sales and marketing messaging](#) company, today announced that company executives and co-authors of the book, “[Conversations That Win The Complex Sale](#),” Tim Riesterer, chief strategy and marketing officer, and Erik Peterson, senior vice president of consulting, will be conducting three complimentary [executive insights sessions](#) over the next four weeks. These sessions will discuss effective strategies for how companies can break through the [status quo barrier](#).

The executive insights sessions will help attendees learn how to transform their marketing and sales messages and conversations into compelling stories that create more opportunities and win more business. Specifically, the sessions will discuss:

- How to loosen the status quo barrier and convince your prospects they need to do something different and make a decision in your favor;
- How to find your unique point of view that can challenge prospect assumptions and communicate value versus your competitors; and
- How to create messages that matter to your salespeople and that increase their confidence and competence to tell a differentiated story.

Prior to each executive insight session, attendees are invited to network during a free continental breakfast at 8:30 a.m. Each session will then begin at 9 a.m. and conclude at 12 p.m. with a box lunch. Session dates and locations include:

- Wednesday, February 15, 2012 at The Cincinnati Hotel in Cincinnati, Ohio. To register, [click here](#).
- Wednesday, February 29, 2012 at The Grand Hyatt in Denver, Colo. To register, [click here](#).
- Wednesday, March 7, 2012 at the Four Seasons Hotel in St. Louis, Mo. To register, [click here](#).

For more information about the executive insight sessions, [watch this brief introduction](#) from Tim Riesterer or visit the [event website](#). To follow the sessions on Twitter, follow Corporate Visions at [@CorpV](#) and look for the hashtag #MessagingMatters.

About Corporate Visions, Inc.

Corporate Visions, Inc. helps global business-to-business companies create more sales opportunities, overcome the status quo, and win more deals by improving the conversations sales representatives have with customers. Companies engage Corporate Visions in three key areas:

- Developing differentiated messages that concentrate on customer needs;
- Deploying tools that support critical steps in the buying cycle and that salespeople will actually use; and

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- Delivering sales skills training that teaches salespeople how to tell their story in a way that is impactful, engaging and memorable.

Corporate Visions helps clients such as ADP, Dell, Dow Jones, GE and Oracle align marketing and sales with a repeatable methodology for creating unified, sales-ready messages that lead to winning conversations with customers. For more information about Corporate Visions visit www.corporatevisions.com or call 775-831-1322 or 800-360-SELL.

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