

**FOR IMMEDIATE RELEASE**

**McGraw-Hill Signs Corporate Visions Experts to Book Deal**

*Book on for salespeople on how to improve their customer conversations due out January 2011*

**Incline Village, NV – April 10, 2010** – McGraw-Hill, the global leader in business books for professionals, has signed two Corporate Visions experts to co-author a book on sales messaging for release January 2011. Tim Riesterer, CMO and SVP of Consulting and Products and Erik Peterson, VP of Consulting for Corporate Visions will co-author a book tentatively titled: “The Power Messaging Sales Solution. How Your Unique Story Wins the Complex Sale.”

“We are very excited about this book at McGraw-Hill. It fills a great spot on the ‘sales shelf’ because it offers a practical way to improve the most important, yet basic part of selling, the customer conversation,” according to Tania Loghmani, the project editor for McGraw-Hill Professional. “So many books today are about selling methodologies and salesforce management, which is great. But, we think this will be a refreshing read for every individual salesperson looking to get an edge.”

The book will be based on the award-winning Power Messaging and Power Positioning approaches developed and trained by Corporate Visions. The techniques have been proven to work by some of the world’s best companies. The company estimates over 25,000 sales people have gone through their courses. The experiences gained in helping these salesforces change their customer conversations promises to make this book rich in content, examples and anecdotes.

“This book will be about real-world, do it today, concepts that salespeople can use to change the way they sell,” according to co-authors Riesterer and Peterson. “If you are looking for some juice to re-ignite your passion for selling and make it fun again, then this is the book for you. If you are battling tougher competitors, as well as the status quo, and you are looking to get an unfair competitive advantage, you’ll want to read this book.”

While you are waiting for the book, you can get tips and insights for better sales messaging by signing up for the Corporate Visions’ blog called “The Messaging Feed” at: <http://blog.corporatevisions.com/>

**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 ever 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](http://www.CorporateVisions.com) or by calling 775-831-1322 or 800-360-SELL.