

FOR IMMEDIATE RELEASE

Corporate Visions Releases Special Edition Sales and Marketing Messaging Report based on the 2nd Annual Marketing and Sales Alignment Conference

Topics include the measurement of ROI from messaging and sales training, messaging consistency and critical factors in new messaging roll-outs.

Incline Village, NV – September 2011 – On September 20-21, 2011, Corporate Visions, Inc. surveyed 200 Marketing and Sales leaders at their annual Marketing and Sales Alignment Conference in Chicago, IL. The survey findings highlight trends facing industry-leading companies across the globe that are working to achieve alignment between their marketing and sales efforts and differentiate their solution in an increasingly commoditized marketplace.

Key findings include:

- **Less than half** of respondents are currently measuring the impact of their messaging initiatives.
- **0%** of Marketing and Sales leaders see complete consistency in their company's messaging across the customer conversation continuum (from demand generation to sales cycles).
- **The #1 factor** in the success of the roll-out of a new, differentiated message is that sales managers embrace the new message, and are ready to coach to it.

The Corporate Visions Special Edition Sales and Marketing Messaging Report is free for [download](#).

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.

For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL. Corporate Visions' world-class customer advisory board includes: 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.

