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Corporate Visions Releases Q3 2009 Sales Messaging Report

Survey finds that Marketing suffers collateral damage, virtual interactions dominate selling time, and salespeople need coaching on how to differentiate their solution.

Incline Village, NV – August, 2009 – Each quarter, Corporate Visions Inc., the leader in sales and marketing messaging, surveys thousands of marketing and sales professionals who work in complex, business-to-business selling environments. The findings highlight trends and challenges facing industry-leading companies across the globe that are working to achieve alignment between their marketing and sales efforts, and de-commoditize their solution in a market overwhelmed with similar, competitive offerings.



Key findings include:

- Two-thirds of customer interactions take place in virtual environments – not face-to-face.
- Most salespeople find that the sales tools developed by Marketing offer medium to low value to their selling efforts, and 3 out of 4 will re-work the materials to better fit their needs.
- Almost all salespeople say they need more coaching from their sales managers...especially around differentiating their solution from the competition.

The Corporate Visions Quarterly [Sales Messaging Report](#) is **free for download**.

About Corporate Visions Inc.

Corporate Visions helps companies differentiate themselves from their competitors – where it counts, in their customer message. The Corporate Visions [Customer Message Management](#)™ system helps companies create, deliver and sustain messages in a way that creates a differentiated customer experience at the point of sale. Corporate Visions works with globally recognized companies such as MasterCard, ADP, IBM, Fidelity, Volvo Trucks, CA and many more. Corporate Visions provides marketing and sales messaging, tools and training products and services. For more information contact us at www.CorporateVisions.com or call 775-831-1322 or 800-360-SELL.