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### **Student Loan Guarantor Chooses Corporate Visions to Develop Customer Messages**

*American Student Assistance (ASA) Launches an Integrated Marketing and Sales Initiative*

**Incline Village, NV – February 5, 2009** – Distinguishing your product from lower-cost competitors and alternative approaches is a major challenge. Convincing your prospects that your solution provides a superior outcome worthy of the premium price further compounds the challenge. That’s the selling situation American Student Assistance (ASA) faces as one of the leading student loan guarantors in the nation.

ASA turned to Corporate Visions to create and deliver the messages, tools and sales training that will help the organization more clearly communicate the unique benefits and value of its solution. The approach entails creating a more customer-focused story, relevant to the needs of colleges and universities. And sales tools aligned with the actual activities in a buying cycle.

“We have a distinct approach focused on helping student borrowers stay financially healthy, making sure they don’t default on their loans – and it’s unique in the industry. But, we were having trouble getting financial aid departments to understand how this impacts their institution,” said Ellen Scontras, Senior Manger of Integrated Marketing Communications. “The Customer Message Management approach from Corporate Visions aligned Marketing and Sales around a single, shared process for crafting and communicating our differentiation.”

The process took less than 90 days from the messaging workshop to delivering a complete set of conversational messages, sales tools, role-play training, online coaching and a new internet site for sales people to get access to the content when and where they need it.

ASA has already identified its first deal credited to the process. And, it happened within the 90-day project. “One of our sales people, a brand new rep, closed her first contract worth \$17 Million in loans using what she learned in the messaging workshop,” Scontras added.

“Companies need help right now, injecting more customer focus into their stories,” said Tim Riesterer, CMO and SVP of Strategic Consulting at Corporate Visions. “Customer needs are shifting, but they are still looking for solutions. You need to be positioning your message within their context to become part of their story – instead of forcing your company’s story on them.”

### **About Corporate Visions Inc.**

Corporate Visions helps companies differentiate themselves from their competitors, where it counts, in their customer conversations. The Corporate Visions *Customer Message Management*™ system helps companies create, deliver and deploy messages, tools and training as part of an integrated process. In

addition to ASA, Corporate Visions works with globally recognized companies such as MasterCard, ADP, IBM, GE Healthcare, Oracle, CA, Xerox and many more. For more information contact us at [www.CorporateVisions.com](http://www.CorporateVisions.com) or by calling 775-831-1322 or 800-360-SELL.

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