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Communications Contact

Lilia Todorova
Marketing Director
ltodorova@corpv.com
775.831.1322 ext. 216

CORPORATE VISIONS ACQUIRES G2G SALES COMMUNICATIONS TO EXPAND CONTENT SERVICES

Messages, tools and training products and services drive differentiated sales conversations

Incline Village, NV – January 16, 2009 – You have a terrific product. A slick brochure. A killer website. And a hungry sales force. It looks like you're ready to storm the market, but, for some reason, your content isn't getting your salespeople the traction they need to close business in the field – where the majority of buying decisions take place.

Corporate Visions, the leading provider of marketing and sales messages, tools and training announces that it has acquired certain, undisclosed assets of G2G Sales Communications (Cambridge, MA) as part of an ongoing expansion of its effective selling content consulting services.

"More and more companies are discovering generic brochure-ware can only take a company so far into the sales funnel. Once your salespeople actually engage with a customer, they need targeted materials – talk tracks, solution briefs, case studies, executive overviews, presentations, follow-up letters, and proposals – specific to that particular customer's industry, role, and challenges," says Tim Riesterer, CMO and SVP of Strategic Services for Corporate Visions. "G2G has developed proven sales tools that align to specific sales activities and help sales people advance their deals."

"It's no longer what you sell, but how you sell that differentiates you in rapidly commoditizing markets and difficult selling environments," says Joe Terry, President of Corporate Visions. "In addition to training your sales people to have better customer conversations, you need a content strategy that ensures your sales communications messages and tools support and reinforce your sales training to help you sell more effectively.

"Corporate Visions sees this as an integrated process connecting your messages, tools and training in an integrated company-wide process. The G2G Sales Communications acquisition complements our acquisition of the CMM Group in August 2008 to provide our clients with a total solution across all three of these areas," Terry adds.

G2G founder, Leslie Talbot, will join Corporate Visions Content Consulting team. She has been creating sales effective content for more than fifteen years. As an award-winning sales representative and manager, she helped build "ground-up" sales infrastructures at such companies as Fidelity Investments, Thomson Financial Services, and Akibia Consulting before leaving sales to pursue a full-time content development and consulting career.

Prior to founding G2G, Leslie was Director of Content Services at Pragmatech Software, Inc. (now Kadiant, Inc.), a leading provider of sales knowledge management solutions, where she delivered strategy, training, and content writing services to clients in all geographic and vertical markets.

About Corporate Visions

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 by calling 775-831-1322 or 800-360-SELL.

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