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Hobsons U.S. Partners with Corporate Visions to Eliminate Feature/ Function Overload

Incline Village, NV – July 28, 2008 – Corporate Visions, the world-leader in Customer Focused Messaging whose distinctive sales training and marketing training solutions assist companies with product development and delivery, helping them effectively bridge the gap from the brand to the buyer, announced today that Hobsons U.S., a leading information technology and publishing provider of student enrollment and recruitment solutions, has partnered with Corporate Visions to work with its sales teams to eliminate feature/ function overload during client messaging engagements.

Hobsons U.S. is determined to provide colleges, universities and other educational systems with only the best technology and publishing products to assist clients at every stage in the student life cycle. How does Hobsons differentiate its solutions from the competition? They focus on their prospect's needs, instead of centering the presentation on product features and functions.

To support Hobsons in their domestic and international growth, they connected with Corporate Visions to train their account managers and pre-sales teams in the publishing divisions, as well as the technology enterprise and individual solution sales divisions. Patrick Oakes, Hobsons EMT's Director of Enterprise Sales, sought out Corporate Visions to work with his teams to create and deliver a compelling message that would not bore buyers with the features and functions of Hobsons' products. "We wanted to develop a message that would convey the differentiation of Hobsons and our products and how we can effectively facilitate the unique strategies of each potential client," stated Mr. Oakes. "Corporate Visions has provided us with the tools to think outside our routine ways of presenting information to reach customers with a new message that truly resonates to their needs."

Since working with Corporate Visions to develop a compelling message that eliminates the need to focus on product features, Hobsons' sales teams have stepped out of their comfort zone, which has helped them to better connect to the needs of their buyers and clients. "Hobsons is about being different," said Joe Terry, President of Corporate Visions. "Hobsons is about breaking free from feature function presentations and moving toward customer-focused messaging at every interaction."

About Hobsons U.S.

Headquartered in Cincinnati, OH, Hobsons U.S. has partnered with colleges and universities to enhance and empower institutions' enrollment and admissions efforts. Through domestic, international and graduate publishing products for students, as well as enrollment technology and student retention solutions for institutions, Hobsons U.S. helps colleges and universities to elevate their enrollment strategies efficiently, effectively and easily.

About Corporate Visions Inc.

Corporate Visions' unrivaled sales training and marketing training solutions help companies leverage their unique competencies with compelling delivery techniques to position the buying decision in their favor. We work with globally recognized companies such as CareerBuilder, Fidelity, IBM, Volvo Trucks, CA, Kronos, Hobsons and many more to create memorable customer-focused messages. With Corporate Visions' one-of-a-kind solution, executives, marketing and sales professionals learn how to deliver those messages in a unique and differentiated way. Learn more about Corporate Visions at www.CorporateVisions.com.