

## FOR IMMEDIATE RELEASE

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### Marketing and Sales Enablement Conference to Feature Corporate Visions' CMO as Expert Speaker

*Tim Riesterer's speech to focus on moving brand messages to the streets*

**Incline Village, NV – November 5, 2008** – Marketing and sales enablement is a growing hot topic. One of the leading technology providers in this market, SAVO Group, has invited Corporate Visions' executive, [Tim Riesterer](#), to be a featured speaker at their second annual executive summit -- [Sharpening Your Competitive Edge for 2009](#). The event will take place November 13-14, 2008 in Chicago at the Wyndham Hotel. Riesterer' will focus on how companies can translate their 30,000-foot company brand messages into 3-foot level customer messages and tools sales people can use to differentiate themselves from the competition.

"We're pleased to have Tim speaking again at the conference. He's a thought leader on the challenges organizations face when it comes to sales and marketing alignment," said John Aiello, CEO of SAVO Group. "Tim and Corporate Visions offer a unique approach to the market, which has been proven to deliver results, so we know his viewpoint will benefit our clients."

"The SAVO conference is a key industry event for the marketing and sales enablement category," said Riesterer. It draws executives from world-class companies who are all looking to crack-the-code on the same burning issue. I'm honored to be part of the speaker line-up."

[Corporate Visions Inc.](#) is the leading marketing and sales messaging company, providing consulting, training and products for companies such as, Dell, MasterCard, ADP and many others. Tim Riesterer is SVP of Strategic Consulting and CMO at Corporate Visions and co-author of the book [Customer Message Management – Increasing Marketing's Impact on Selling](#)

The Executive Summit will showcase marketing and sales effectiveness best practices, industry trends and what it takes to succeed in 2009 from top companies like; SiriusDecisions, IBM, Disney Online, Staples and many more. To register for the event, visit <http://executivesummit.savogroup.com/forms/ExecutiveSummit>. For more information about Corporate Visions Inc. as well as a chance to win a free seat to a 2009 Open Session, visit their booth that will be setup at the event during both days.

### About Corporate Visions Inc.

Corporate Visions' helps companies to stand out, working with them to create a greater separation between them and their competition. Our solutions better align sales and marketing professionals by helping them development a cohesive company story that will ignite a fire within their prospects to make a buying decision in their favor, resulting in more sales and more profit. We work with globally recognized companies like CareerBuilder, IBM, Fidelity, Volvo Trucks, CA and many more. Corporate Visions provides marketing and sales messaging consulting, training and products. 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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