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***Selling Power Magazine* Features Corporate Visions' Expert Advice**

Leading industry trade magazine for sales management features Corporate Visions' insights on field messaging versus brand messaging and how companies make their sales story more effective.

Incline Village, NV – November 25, 2008 – Brand messages are company focused, sales messages are customer-focused. Knowing how to translate your company brand into field-ready messages that your customers care about is what will separate the winners from the also-rans in today's difficult selling economy, according to a recently published *Selling Power* magazine article featuring Corporate Visions.

That article, entitled, "Make Your Sales Story More Effective" is promoted on the cover of the 2008 November/December issue of the magazine, which is dedicated to providing solutions for sales leaders. An interview with Corporate Visions' senior consultant, Dean Schantz, provides the content.

"Effective field messages have different characteristics than brand messages. Companies try to train sales people to parrot brand messages in the mistaken belief that such messages create credibility with the customer. These messages typically fall flat because they are company-focused," says Schantz. "However, perceptive companies and sales professionals quickly learn that they must transform or translate these brand messages into a customer-focused field message and create solutions stories that play into the storylines of their customers."

http://www.corpv.com/documents/SP_CustomerFocused_CVI.pdf

Corporate Visions' Approach

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

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