

Power Messaging® Training

DELIVER CONVERSATIONS THAT WIN



Industry Fact:

Last bastion of competitive differentiation?

53% of brand decisions are driven by field interactions – more than brand, product quality and pricing combined.

- Corporate Executive Board's Sales Executive Council

Business Challenge

Too many products and services, and too many marketing and sales messages look and sound alike. Your customers are overwhelmed by the volume and complexity of the messages they receive and pitches they hear.

Most customers can't tell the difference between competitors. So, they presume that everyone can do the same thing, and decide not to change, or the decision comes down to price.

How This Affects You

- Wasted sales opportunities. Your customers don't make a decision because there's no compelling reason to change.
- Lost competitive opportunities because you couldn't differentiate in the sales bake-off.
- Slower sales cycles and eroding margins because prospects don't see that you're different enough to rush a decision or pay a premium.

What if you could...

What if you could deliver *conversations that win* by executing the most remarkable, memorable and compelling buying experiences that convince prospects to choose you?

What if you could increase the passion and confidence of your salespeople to tell your story?

Customer Success



ADP Major Account Services faced increasing complexity in their multiple offerings. This caused deals to stall. They realized they needed a simple, concrete and differentiated message that could be adopted fast.

They introduced Power Messaging® and after 90 days saw the following results:

- Re-engaged with 65% of stalled deals
- Produced 10 times ROI
- Closed 149 deals worth millions in revenue, including 115 that otherwise would have been lost

If

You've trained your salespeople on sales processes and all of your products, but:

- they still can't get the customer to care enough to do something different...
- they can't clearly separate you from the competition...
- they can't justify the value you bring for the price you charge...

Then

You need Corporate Visions' **Power Messaging® Training** – a unique selling skills course based on the science behind how the brain makes decisions.

Differentiate across every type of interaction in the buying cycle: phone, email, web and in-person. Access an expanded blended learning approach, including just-in-time online reinforcement and virtual coaching.

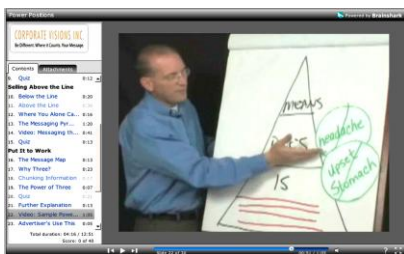
What You Gain

- You take full advantage of selling conversations as your last bastion of competitive differentiation.
- Your salespeople create a unique buying experience that sets them apart from competitors and compels the customer to make a decision in your favor.
- You "un-stick" stalled sales cycles, create more opportunities and protect your pricing and margins.

What It Is

Power Messaging® Training uses a blended learning approach, before, during and after the onsite workshop, to achieve the most effective learning.

Knowledge Transfer



eLearning Course
Provides a complete pre-event knowledge transfer of the skills you'll be putting into practice.

Hands-on Practice

Onsite Classroom

Practice applying the new skills to selling scenarios currently in your pipeline, under expert guidance and peer coaching.

Two-Day Agenda:

DAY ONE

- Power Positions
- *Team Exercise:* Creating Impact with Grabbers
- Big Pictures
- Cooking Demo
- Two-Minute Drill
- Words, Voice, Body
- 3-Step Close
- *Team Delivery:* Launch Your Message
- Modes of Communication
- Homework Assignment

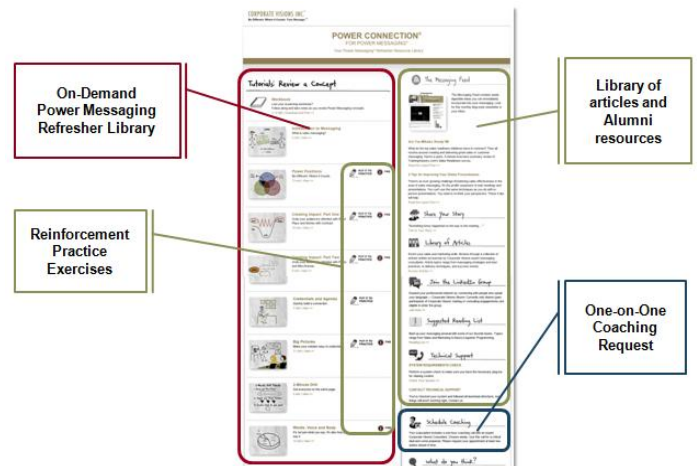
DAY TWO

- Homework Delivery
- Old Brain
- Creating Value
- Power of Stories
- Learning Channels
- Objection Reframes
- *Team Delivery:* Complete Your Message
- Wrap-Up

Just-in-time Reinforcement

Online Refresher Library

Speed up adoption by reinforcing the skills you learned precisely when you need a refresher.



Customer Message Management System

