How do you give your team the ability to create differentiated stories for every customer business problem you solve?

Business Challenge
Your team lacks the skills and process to deliver consistent, great stories across your portfolio:

- Your messages don’t deliver insights or create competitive differentiation.
- Your team lacks messaging know-how and an effective content creation process.
- Your prospects hear a different story every time they interact with you.

How This Affects You
- Your prospects lack a compelling reason to change and end up sticking with the status quo.
- Potential buyers fail to see anything compelling and differentiated in your offering and view you as a commodity provider.
- Lead conversion rates suffer due to conflicting messages coming from your marketing campaigns and sales teams.

What If You Could
- Develop insights that differentiate your solutions and drive new opportunities?
- Deliver high-impact stories with consistent quality across the enterprise?
- Improve your content to conversion ratio?

71% of companies lack a consistent messaging methodology
- Corporate Visions research
Hi...

• You are looking to develop insights and messages that help lead your prospects away from the status quo and toward your offering.
• You need a better way to coach and train your content creators and subject matter experts.
• You need to align your campaigns and sales conversations to improve lead conversion rates.

Then...

You need Corporate Visions’ Power Positioning® Methodology – a training, certification and licensing program that allows you to bring the Power Positioning Methodology in-house.

What It Is

With Power Positioning® Methodology your team will learn to create your own Conversation Roadmaps and Conversation Tools for an efficient, consistent messaging framework.

POWER POSITIONING TRAINING AND WRITER CERTIFICATION

eLearning introduces the key concepts and core principles of the Power Positioning and Conversation Roadmap approach.

Participants apply what they learned in the eLearning during a two-day in-person event.

A smaller team stays for a third day dedicated to writer certification. Topics include writing effective Conversation Roadmaps, content and wireframes.

Your certified writers will receive quarterly feedback and coaching on their Conversation Roadmaps from a Corporate Visions Content Consultant.

You’ll have access to wireframes for creating marketing and sales content that is consistent with your Power Positions. You’ll also have access to discounted pricing from the Corporate Visions Content Services team.

What You Gain

• Messaging that creates a buying vision and distinguishes you from competitive alternatives.
• Greater effectiveness of your content team with a customer-centric messaging and skills development methodology.
• Increased lead generation and conversion rates that result in more closed business.

CONTACT US TO LEARN MORE

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