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## Corporate Visions Releases Q2 2010 Sales and Marketing Messaging Report

*Survey finds that salespeople are spending more time on demand generation to fill pipelines still weakened by the recession, and are finding that most of their sales cycles are spent convincing prospects they actually have a problem.*

**July 13, 2010** – Each quarter, Corporate Visions Inc., the leader in sales and marketing messaging, surveys marketing and sales professionals who work in complex, business-to-business selling environments. The findings highlight trends and challenges facing industry-leading companies across the globe that are working to achieve alignment between their marketing and sales efforts, and de-commoditize their solution in a market overwhelmed with similar, competitive offerings.

### Key findings include:

- Salespeople are spending more time on demand generation than in the past.
- The Great Recession's effects are still lingering in pipeline size and close rates.
- The majority of sales cycles are spent convincing prospects that they have a problem that your company actually solves.

The Corporate Visions Quarterly Sales and Marketing Messaging Report is free for [download](#).



### About Corporate Visions Inc.

Customer conversations are your best opportunity for competitive differentiation. You need to be different, where it counts. With Corporate Visions you will: **develop messages that matter** because they focus on your customer and set you apart from your competition; **deploy tools that get used** by the field because they are aligned to every step in the buying cycle, and empower you to accelerate deals through the pipeline; **deliver training for winning conversations** that teaches you the science and art of how to tell your story with impact and differentiation at every customer interaction, making it easy for prospects to choose you.