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Corporate Visions Releases Q4 2010 Sales and Marketing Messaging Report on Coaching

Survey finds that while salespeople believe that more coaching from their sales managers would have a moderate to significant impact on their performance, few companies methodically support, incentivize and train coaching techniques.

December 30, 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:

- 89% of reps confirm that more coaching from their first-line managers would have a moderate to significant impact on their performance.
- Yet, only 27% of companies methodically support and train managers on coaching techniques.
- Not surprisingly then, coaching from sales managers tends to occur sporadically; only 11% of reps have managers that frequently shadow their calls and coach to their conversations.

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.

For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL. Corporate Visions' world-class customer advisory board includes: MasterCard, ADP, CA, Oracle, GE, Xerox, Millipore, AmerisourceBergen, Infor and Progress Software. For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL.

