

FOR IMMEDIATE RELEASE

New Skills Workshop Teaches Deal Creation Instead of Traditional Prospecting
Salespeople can't wait for prospects to make a decision; you have to accelerate the process

Incline Village, NV – September 29, 2010 – Action is picking up for salespeople, but that doesn't mean prospects are buying fast enough. You can't afford to wait until enough "suspects" are ready to make a decision. You need a new approach that creates an urgency to do something different – do it now – and do it with you.

Corporate Visions is launching a new Skills Training Workshop called **Power Deal Creation™** specifically designed for companies and salespeople struggling in the early part of a sales cycle traditionally referred to as prospecting.

“Traditional 20-question prospecting approaches are dead. Executives are too busy to play along. They also are more likely to stick with the status quo than change, so these questioning techniques aren't compelling enough to create commercial impact,” says Tim Riesterer, CMO and SVP of Products and Consulting for Corporate Visions.

“You need a fresh business-building angle. We called it ‘Deal Creation’ because that's what you need to do today. Create opportunities by getting a customer to care enough to consider changing and loosen the status quo,” Riesterer added.

Deal Creation Overview

The primary difference in Deal Creation vs. 20-question prospecting is that salespeople learn how to go into a first meeting as an industry expert. Because you get to see more companies that look like your prospects than they do, you have an opportunity to share insights based on that experience and bring a perspective that busy executives will appreciate.

Salespeople practice building their “Distinct Point of View,” which challenges the prospect's current assumptions, introduces them to pressing pains and missed opportunities that threaten their key objectives, and then presents a rescue plan – an alternative solution – that clearly contrasts with the status quo and provides measurable business impact.

The traditional open-ended 20-question approach is replaced with very directed, insight-driven and purposeful questions, sprinkled with actual experiences, customer stories and high-impact visual communication techniques that make these conversations different and more compelling. Especially for executive conversations, which tend to dominate the early part of the buying process.

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“When developing this product, we continually heard from senior decision makers that they don’t want to play 20-questions; they want salespeople to be able to ‘in 30 seconds tell me something I don’t already know about a problem I don’t even know I have,’” Riesterer says. “Deal Creation is all about making such an impact in the first 10 minutes that you earn another 10 minutes, because that’s how a senior-level buyer is looking at it.”

Power Deal Creation is available as a stand-alone two-day training course, including multi-media eLearning modules for sharing key concepts prior to the exercise-driven skills workshop, and a post-event refresher library that gives salespeople anytime, anywhere access to the concepts. It’s also available as a one-day advanced course for those companies that have put their salespeople through Corporate Visions’ core Power Messaging® conversation skills training.

For more information on Deal Creation click on this link for a 15-minute instant webcast:

<http://win.corporatevisions.com/DealCreation.html>

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.

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.