EVERY BUYING DECISION COMES DOWN TO TWO QUESTIONS...

WHY CHANGE?
YOU HAVE TO BREAK THE STATUS QUO BARRIER

WHY YOU?
SHOW YOUR DIFFERENTIATION IN A COMPELLING WAY

Business Challenge
Your salespeople need great early stage, executive-level conversations that convince prospects to change. Their first conversations have to influence prospects to do something different.

Then, your sales team has to transition quickly to distinguishing your offering from competitive alternatives in a way that gets your prospect to choose you.

Those are two different yet equally important conversation types that demand a new approach for selling conversations.

What if you could...
What if you could move a prospect from untroubled with their status quo situation—to a place where they know they must change urgently, even if they weren’t thinking about change prior to meeting with you?

Customer Success
ADP Major Account Services faced increasing complexity in their 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:

- Produced 10x ROI
- Identified 115 reignited deals that otherwise would have been lost to No Decision.

9 OUT OF 10 SALES CONVERSATIONS FAIL TO ADDRESS WHAT’S MOST IMPORTANT TO YOUR PROSPECT.

Lost competitive opportunities. You’re not showing them why they should change before telling them why to choose you.

Slower sales cycles and eroding margins. Prospects are not seeing that you’re different enough to rush a decision or pay a premium.

Wasted sales efforts. Your prospects stall decisions because the typical sales presentation gives them no compelling reason to change.

- Forrester Research
If you...
If you’ve trained your salespeople on all of your products and sales processes, 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 conversation in the buying cycle: phone, email, online and in person.

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 unstick stalled sales cycles, create more opportunities and protect your pricing and margins.

What it is
Power Messaging® Training uses a blended learning approach to achieve the most effective learning. It combines eLearning, in-person coaching and training, and reinforcement after the event.

HANDS-ON PRACTICE
You’ll apply your new skills to specific sales conversations at your in-person event. You’ll work on deals currently in your pipeline, under expert guidance and peer coaching.

Two-day agenda:

DAY 1 – WHY CHANGE
• Status Quo Barrier
• Big Pictures
• The Hero Model
• Value Wedge and Power Positions
• The Hammock and Grabber Techniques
• You Phrasing
• Team Exercises to create a full Why Change story
• Team Message delivery and coaching

DAY 2 – WHY YOU
• Old Brain
• Tribe
• Emotions Impact Memory
• More Techniques for Grabbing Attention
• Personal Stories
• Objection Reframes
• Team Exercises to create a Why You story
• Team Message delivery and coaching

JUST IN TIME REINFORCEMENT
Speed up adoption by reinforcing the skills you learned with online content that drops in your inbox over a six week period. Take a deep dive with the new book Conversations that Win the Complex Sale. Connect with other alumni via social media and share best practices.

KNOWLEDGE TRANSFER

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

ROI ASSESSMENT
90-day after-training assessment to track adoption, behavior change and business impact in partnership with Beyond ROI, a leading training performance measurement company.