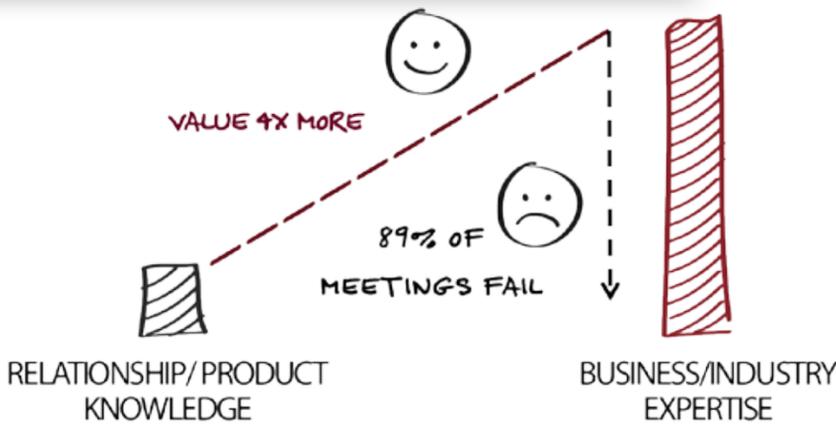


Why CHANGE?

Failed Executive Conversations



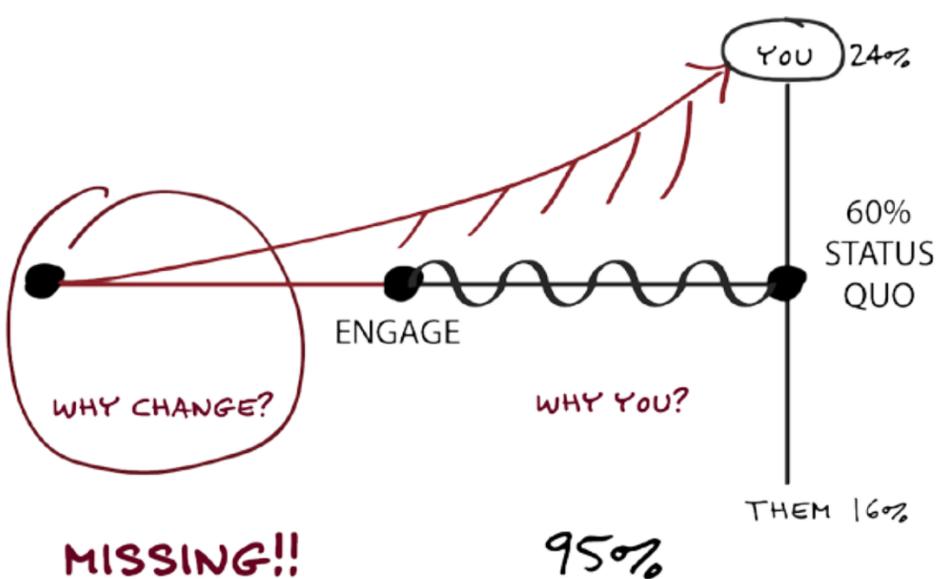
A recent Aberdeen study of several hundred best-in-class companies identified that their top priority for improving sales performance in a tough economy was to improve selling conversations.

So, it begs the question: has anyone defined, with executive business buyers, what makes a sales conversation great? And, do we know how well that's going?

Recently, Sirius Decisions asked executive decision makers what they valued the most in their interactions with salespeople. What they found was that execs value industry and business expertise 4X more than product knowledge or relationships.

But there's one big problem. According to Forrester Research, 89% of meetings are considered failures by executive prospects. In 9 out of 10 meetings, salespeople fail to demonstrate that they understand the problems executives are facing and fail to connect the dots between those challenges and your solution.

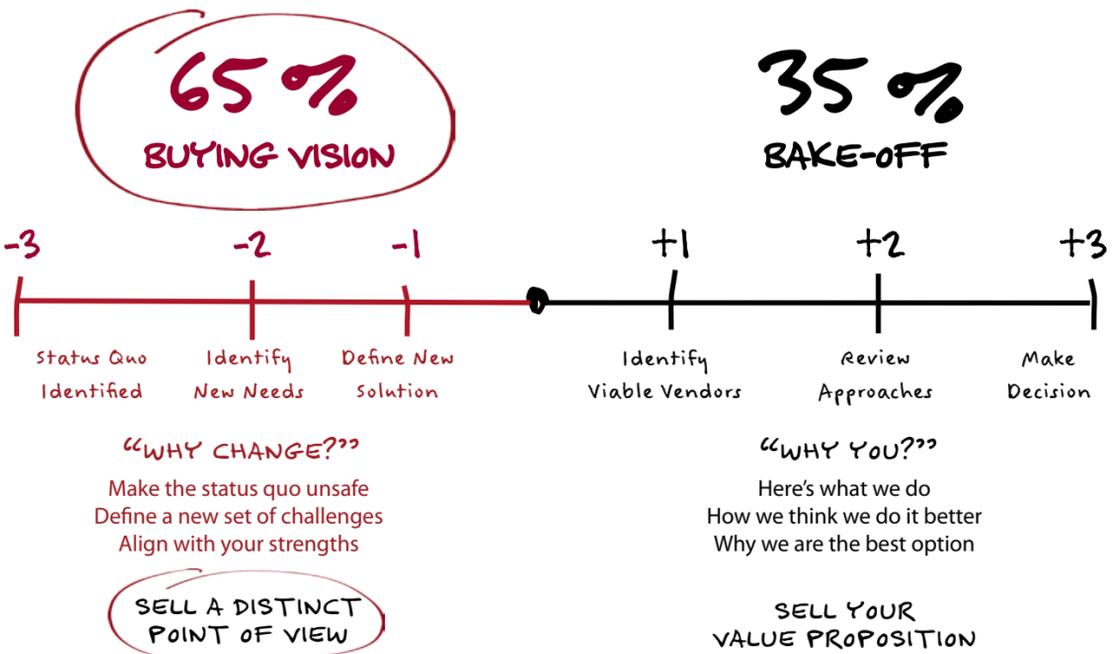
Find Your Point of View



So why do these conversations fail? Selling activity may be up, but according to Sales Benchmark Index, 60% of your qualified opportunities are lost to no decision, or the status quo. Your sales conversations are clearly failing when the majority of your pipeline thinks they have a problem and then – after meeting you – decide that they're ok.

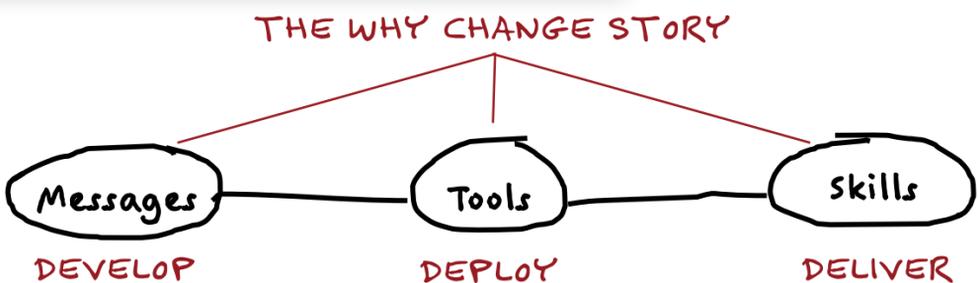
In a typical company, 95% of the messaging, campaigns, tools and even sales training is based on "Why YOU" messaging – convincing the prospect to choose you by telling them who you are, what you do, and why you're great. But at this stage in the sales process, the prospect is focused on threats, challenges, new obligations or even potential opportunities they're missing and wondering what – or if – it's costing their organization. It's the expert conversations about those potential problems and how they can be solved that executives say is 4X more important to them than relationships and product knowledge. But most companies are missing this story and the conversation skills to tell it.

Building the Buying Vision



According to a recent Forrester Research study, 65% of executives will give their business to the company that creates the buying vision. In other words, the company that can convince them they need to change. This "why CHANGE" conversation requires completely different messages, conversation skills, and tools – and most companies and salespeople are not equipped to have it.

The Why Change Story



This is what Corporate Visions does for customers like GE, ADP, Motorola and Oracle.

We help you develop the "Why Change" messaging, deploy that message in unique tools like whiteboards and other visual storytelling campaigns and collateral, and provide the skills training to help your salespeople deliver the story in a more remarkable and memorable way than your competitors.

Watch the "Why Change" Video

Develop Your "Why Change" Story

