A recent Aberdeen study of several hundred best-in-class companies identified 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 executives 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.

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.

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.