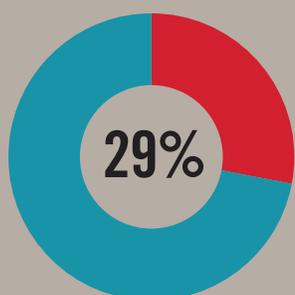
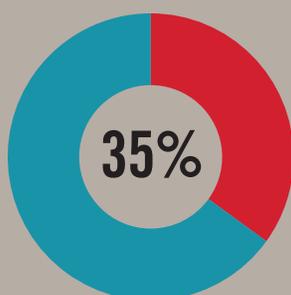


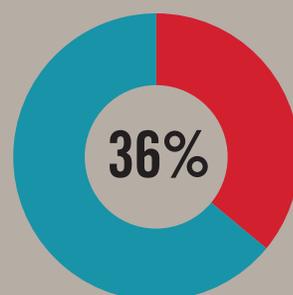
ARE YOU LEAVING YOUR STORY TO CHANCE?



Only **29 percent** of companies follow a well-established message development process for their campaigns and content.



35 percent of companies have an established message development process, but don't apply it consistently.



36 percent of companies either don't have a formal message development process, have a message development process but don't follow it, or aren't sure what they do when it comes to messaging and content.

Making Matters Worse...



Only 27%

of companies believe their marketing campaigns and sales enablement content are customer-centric, focusing on the prospect's story rather than their own.

Recent Corporate Visions survey findings revealed that only **13% of sellers** believe product- or company-focused presentations are the most impactful.

Consistency is Key

To develop a **unified approach to messaging and content creation**, companies need to correct these major shortcomings:



Only **1 out of 2** companies have trained their content creators and expect them to apply the messaging approach consistently.



Nearly **20 percent** of companies believe it's a **free-for-all** and everyone just does whatever they think is best.



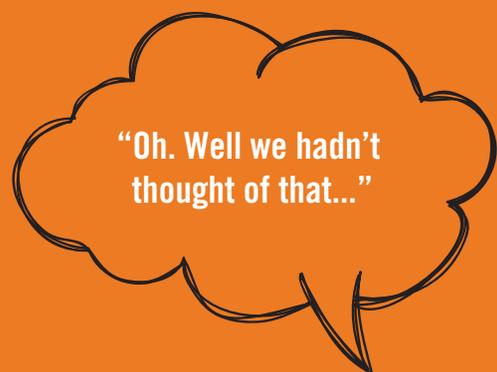
Only **34 percent** of companies rely on coaches to provide oversight, quality control and feedback to ensure content creators stay on track.

Don't wing it!

There's too much at stake. **Telling your story on purpose—not by accident**—starts with developing a **Marketing Methodology** that converts leads into real opportunities.

Implement a consistent, structured marketing methodology that:

1. Identifies unconsidered needs and creates the buying vision.



2. Anchors your message in decision-making science, so you address how buyers frame value and make decisions.



3. Ensures that your words sparkle visually, using whiteboard presentations, not static imagery, to engage customers.



Research based on survey results from over 500 B2B marketers and sales professionals worldwide.



CORPORATE VISIONS
Conversations That Win™

www.corporatevisions.com