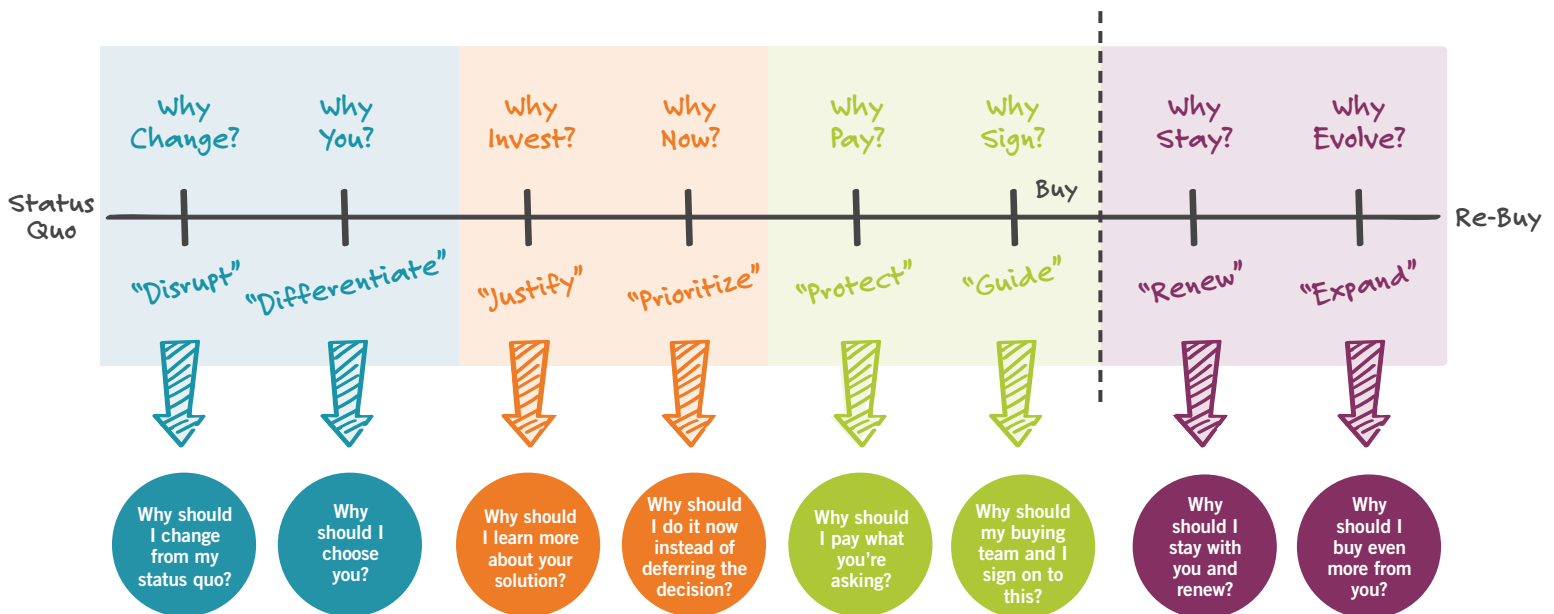


Deciding

It's Now a ~~Buying~~ Journey

Marketing and selling today isn't about some predictable pathway that prospects and customers all take. In the *deciding journey*, your buyers are weighing a series of key questions they need to answer to meet specific business goals.

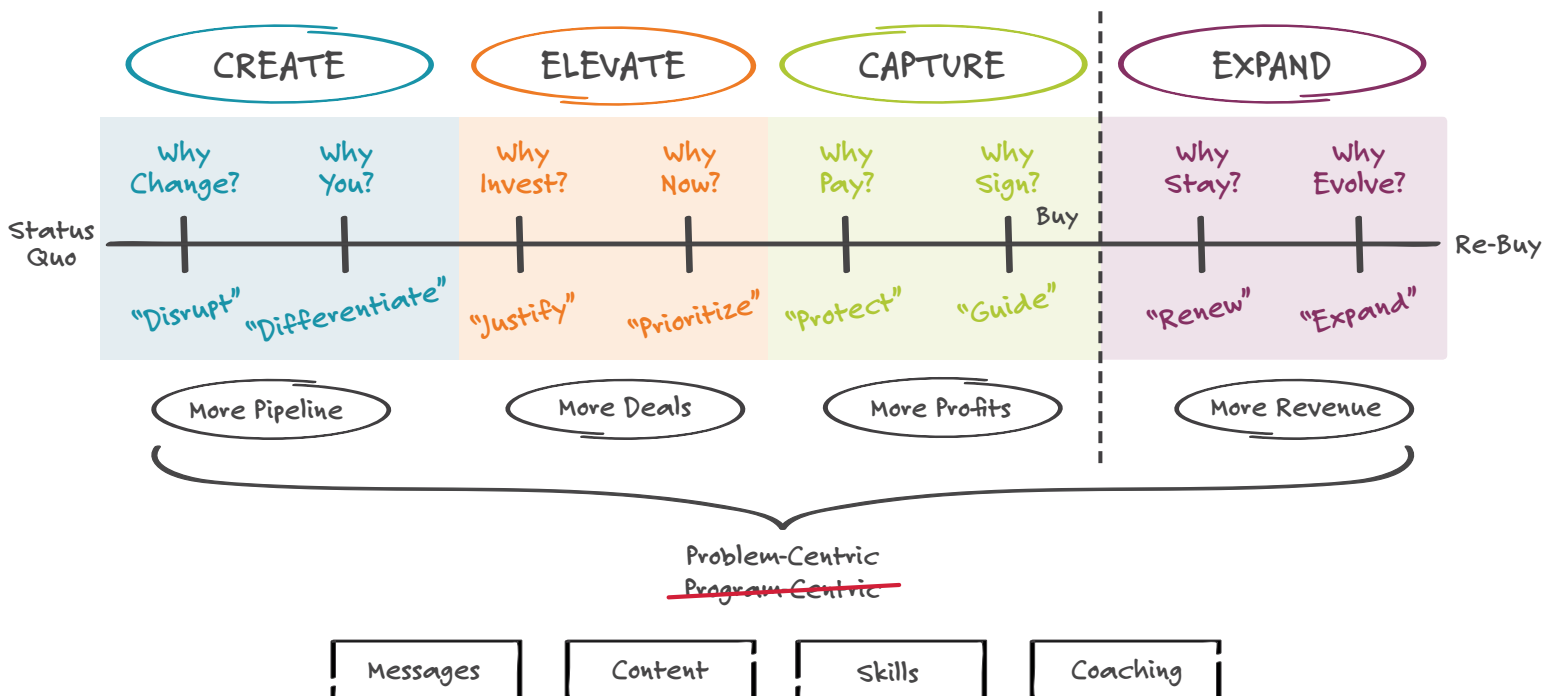


Original research from Corporate Visions reveals that the unique pressures of these moments call for specific stories and specific skills—tailored to meet the demands of the situation at hand. *Your conversations can't be a one-size-fits-all thing.* You need the appropriate messaging, content and skills training to respond to the distinct buyer psychology that defines each decision.

Using decision-making science and original research conducted with academic partners at leading institutions, only Corporate Visions has identified, tested, and proven a framework for developing:





- **The most compelling stories**—propelled by the right messaging and content—to help you answer each question
- **The specific set of skills and coaching** to engage customers and tell these stories with maximum effectiveness in each key moment

Deciding Customer ~~Buying~~ Journey



Looking at your growth challenges from this perspective changes how you go to market with your stories and skills. Instead of being “program-centric” with a one-size-fits-all design, **you can be *problem-centric*, addressing specific needs as they arise in your company with situationally relevant messages, content and skills.**

Your efforts can now be measured against performance metrics your company already tracks and wants to improve in:

-  By answering **Why Change** and **Why You**, you disrupt the status quo and create differentiation that helps you dislodge competitors and build more qualified pipeline.
-  By answering **Why Invest** and **Why Now**, you can build more effective business cases that reach executives, create urgency, and justify investment in your solutions.
-  By answering **Why Pay** and **Why Sign**, you can protect your pricing and drive consensus among multiple decision makers.
-  By answering **Why Stay** and **Why Evolve**, you can reinforce and expand your existing customer relationships to ensure more renewals, communicate price increases and improve add-on sales.

Where do you see your business in your ability to address the critical moments of the customer’s deciding journey?