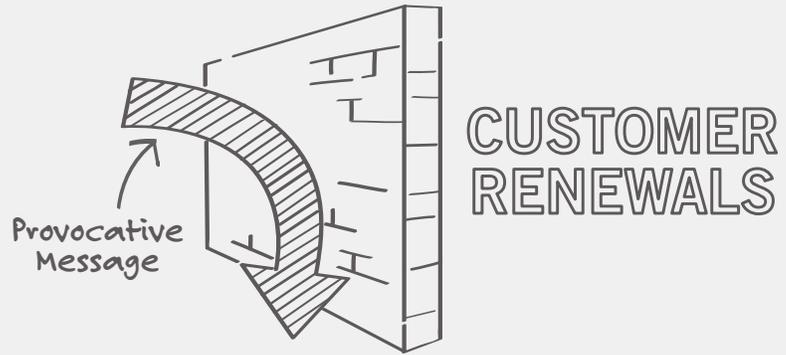


CAPTURE VALUE MESSAGES

Customers are **10% more likely** to switch or shop around when presented with provocative messages at renewal time.



Business Challenge

Your challenging/provocative messages you use in your customer acquisition efforts are pushing away existing customers at renewal time. That's because customers are more likely to switch or shop around when presented with provocative messages at renewal time (rather than documented successes and reinforced status quo bias).

The result? Customers want to look at all the options in the marketplace, leaving you to defend against new competitors that never should have been there in the first place.



How This Affects You

- Challenging prospects work when you're trying to defeat the status quo, but you ARE the status quo.
- Salespeople don't always know why customers stay with you.
- Customers want to explore competitive alternatives.



What if You Could...

- Reinforce the reasons customers bought from you and document all the ways you've helped them address their goals?
- Continuously reinforce your successes over the customer lifecycle and minimize surprises at renewal time?
- Outline all your advances while highlighting the potential risks and costs of moving away from you?

If...

You've trained your salespeople on how to acquire new customers, but not on how to retain them...

Your salespeople can't demonstrate the value they're already delivering to an existing customer and illustrate a "Why Stay" story...

Your challenging, provocative sales messaging is making existing customers explore competitive alternatives...

Then...

You need Corporate Visions' **Capture Value Messages**, a unique approach to messaging development, utilizing a proven process to help you communicate a story that retains customers at renewal time.



What it is

Capture Value Messages provides a unique approach to developing your messaging and "Why Stay" story.

Cross-Functional Messaging Event

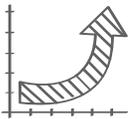
Your sales and marketing teams work together to find your clear and differentiated customer message. In this two-day event, you'll develop and communicate a story that retains customers at renewal time.

Conversation Roadmap

Your new messaging source document, the Conversation Roadmap™ captures your Point of View story and three Power Position stories.

Content Assets

Your custom content assets help tell your differentiated story: your Why Stay Whiteboard explains "why stay;" your Why You Prompter explains "why you;" and your Interactive Sales Playbook equips your salespeople with the information they need to communicate a story that retains customers at renewal time.



What You Gain

- Messages that remind and reinforce the reasons customers bought from you and a framework to document all the ways you've helped them address their goals.
- A framework to communicate your successes over the customer lifecycle to minimize surprises at renewal time.
- Stories that outline all your advances and highlight the potential risks and costs of moving away from you.

