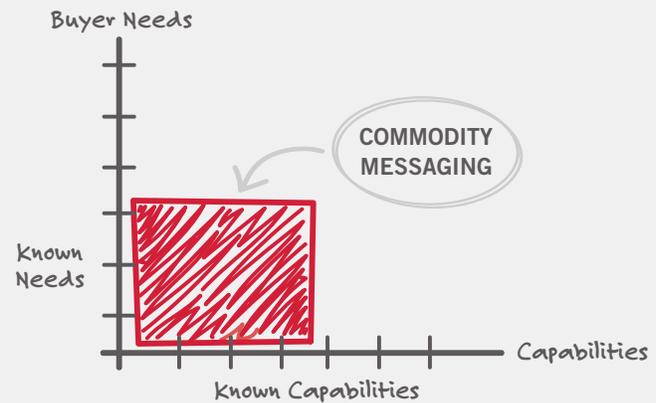


CREATE VALUE MESSAGES

9 out of 10 sales conversations fail to address what's most important to the prospect. — Forrester Research



Business Challenge

Do your value propositions sound like everyone else's? The natural tendency is to create stories about your company and its products rather than messaging them from the customer's perspective. It's hard to break out of this trap on your own.

If you can't, then you'll unwittingly create messaging that puts you at parity with your competitors. You won't give prospects a compelling reason to do anything different from the status quo, nor will you give them any reason to choose you over the competition.



How This Affects You

- An inability to drive new demand or generate new selling opportunities leads to a smaller pipeline.
- Content and messages that don't take competitive market share lead to deals that are slow to close or stall before a decision is reached.
- Stories that don't communicate enough value to protect your pricing and margins lead prospects to view you as nothing more than a commodity.



What if You Could...

- Build stories that resonate with your prospects and clearly separate you from the status quo, as well as the competition?
- Develop messages that matter to your salespeople, increasing their confidence and competence to tell a differentiated story to your prospects?
- Avoid the commodity trap by establishing a buying vision that compels your prospects to change?

If...

Your value propositions sound the same as everyone else's and your messages don't stand out from the competition...

You talk too much about your company and not enough about your customer...

You haven't found your uniqueness and you can't communicate value...

Then...

You need Corporate Visions' **Create Value Messages**: a unique approach to value proposition and messaging development, utilizing a proven process that helps you find and communicate a story that's unique and relevant to your prospect.



What it is

Create Value Messages provides a unique approach to developing your messaging and distinct point of view.

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 find your uniqueness, align it to customer objectives, and build a compelling story.

Create Value

Your new messaging source document, the Create Value Conversation Roadmap™ captures your Why Change story and three Power Position stories.

Content Assets

Your custom content assets help tell your differentiated story: your Why Change Whiteboard explains "why change;" your Why You Prompter explains "why you;" and your Interactive Sales Playbook equips your salespeople with the information they need to gain access to target accounts and develop new opportunities.



What You Gain

- A compelling message that challenges prospect assumptions in a positive way to create more demand and opportunities.
- Clear points of differentiation between you and your competitors to make it easier for salespeople to sell your solution.
- Stories that convince your prospects to step away from the status quo and show how you're uniquely qualified to make this change possible.