

Demand Gen Deficit

why your campaigns create hand-raisers, not sales-qualified leads

We surveyed your peers.

Each quarter, Corporate Visions, Inc., the leader in sales and marketing messaging, tools and skills training, surveys more than 440 marketing and sales professionals who work in complex, business-to-business selling environments. The findings highlight trends and challenges facing industry-leading companies across the globe that are working to achieve alignment between their marketing and sales efforts and differentiate their solution in an increasingly commoditized marketplace.

And found a problem.

Marketers say that their #1 challenge is to generate more sales-ready leads.

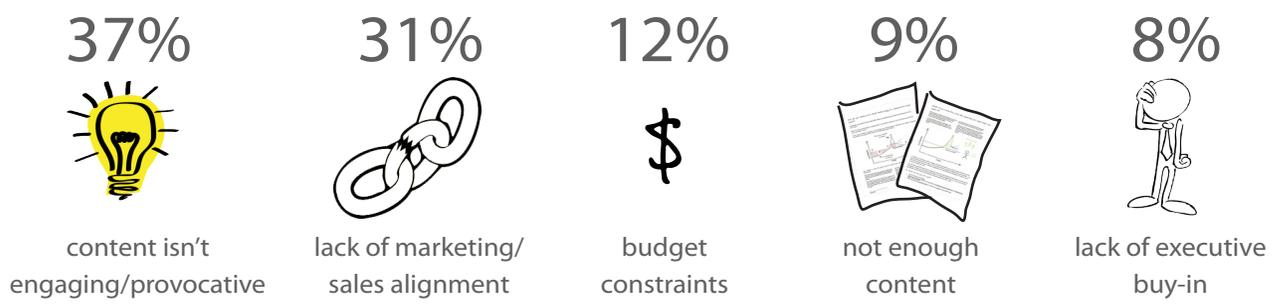
Problem is, the content you're blasting, blogging, posting and tweeting is boring. You're losing your leads at "Hello."

How confident are you that your content marketing efforts and sophisticated campaigns are actually driving enough preference and urgency in your prospects to seal the deal?

Only 1 in 5 of you are confident in your demand gen program's effectiveness.

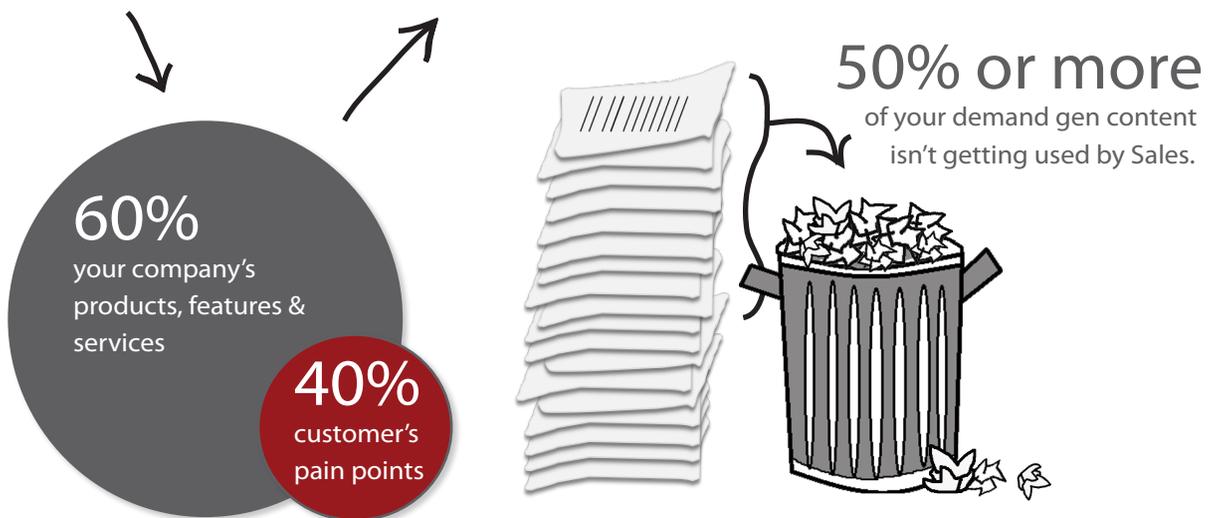


Those of you that were less than enthusiastic said the problem was....



because it's focused on...

and as a result, a significant majority of you say that...



So let's fix it.

Whitepapers, analyst reports and other text heavy written word docs are so 2011. Sure, the analytical part of your prospect's brain loves all that data. But the part of their brain that actually makes the decision to change solutions barely even registers it.

The decision-making part of the brain (the "Old Brain") only cares about survival. And it's that part of the brain you have to activate with your demand generation content.

Learn how to create bold messaging that challenges your prospect's assumptions and creates urgency for change by **clicking on the brain**.

Click to learn how to activate the part of your prospect's brain that makes decisions.

