

# Power Messaging® Virtual

DELIVER THE MESSAGE



## Ignite a fire to differentiate your company in every conversation

It's what you say to customers, and how you say it that counts. Your customers are drowning in information and data points. Decision makers have challenges cutting through the clutter and seeing the difference between you and your competitors' products and services. To customers, most companies' messages and sales conversations sound the same.

Power Messaging®, from Corporate Visions, provides the tools and techniques that your sales teams need to stand out in a crowded market and rise above your competition. Transform your customer experience and be different where it counts – in the message that's used at the point of sale.

"I have been especially pleased with how quickly our field teams have absorbed the training concepts. I can say with confidence that the virtual environment Corporate Visions created has been as equally effective and engaging as the on-site workshop,"

— Joan Skimmons, SVP of Sales & Marketing for Depository Institution Services at Fiserv Inc.

## An alternative to traditional classroom training

There's no substitute for face-to-face human interaction. But in these challenging times your company may be tightening its belt on travel budgets. It may be harder to get sales people out of the field for extended periods of time.

How can you give your sales team the knowledge and skills they need to close deals when travel is restricted?

The answer is blended learning. Blended learning is a powerful training option that combines online content, on-the-job practice and virtual, facilitated learning for interaction and collaboration. Corporate Visions' blended learning approach is engaging, focused on relevant content, practical to implement – and different.

Our high-impact program blends Virtual Learning Modules with interactive quizzes, audio and video elements, hands-on exercises, live classroom sessions via web conferencing, and virtual coaching of your messaging by our experts and your colleagues.

Power Messaging® Virtual gives your salespeople the tools they need to position your solution as the best and only choice and win more business — without incurring travel expenses.

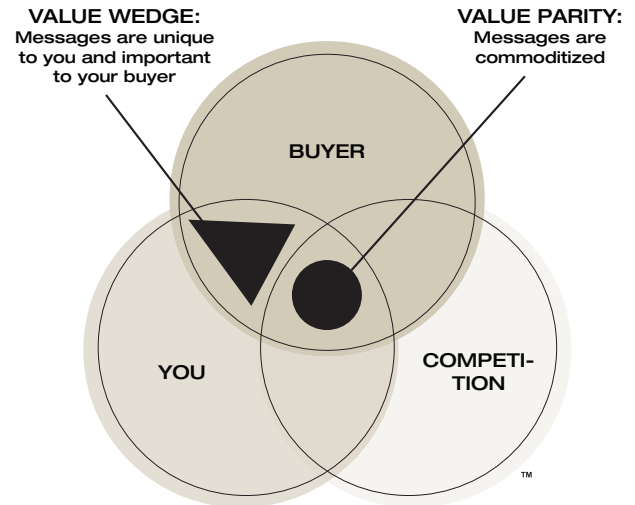
### Each Course Consists Of:

**Virtual Learning Modules** — Brief, online, narrative modules that incorporate graphic, audio, and video elements to introduce and demonstrate Power Messaging concepts. By seeing examples and engaging in “think-it-through” exercises, your sales team will quickly understand, digest and use the skills in customer conversations. The modules are divided into two learning blocks to ensure completion and retention. Corporate Visions will supply reports documenting participant completion.

**On-the-Job Practice** — Virtual workbook exercises provide hands-on opportunities to practice Power Messaging concepts in live scenarios and ensure successful completion of the online modules.

**Virtual Classroom via web conferencing** — The classroom sessions are facilitated, live, by Corporate Visions’ Consultant. Participants are instructed to come prepared with their initial presentations, ready to apply the new messaging on a real deal. Teams will practice key Power Messaging skills in an interactive environment. During these virtual classrooms our Power Messaging expert will review concepts learned during the self-paced virtual learning, and will coach teams on the use of Power Messaging in critical customer conversations

### Deliver De-Commoditized Messages



What if your sales force could sell with such conviction that you no longer have to compete with your competition; your competition is forced to compete with you?

throughout the sales cycle. Interspersed with the Virtual Learning Module blocks, Power Messaging virtual classroom sessions will ensure that participants have the opportunity to ask questions, receive live instruction and benefit from the heightened learning experience of a classroom environment, without requiring your sales team to leave the office

**Evaluation** — Your return on investment will be reported based on the compared results of a survey conducted at the beginning of the Power Messaging Virtual course to those of a survey 100 days following the event.