
FOR IMMEDIATE RELEASE

New Skills Training Fills Gap in Marketers' Professional Development

Teaches approach for translating brand and product messages into sales-ready stories

Incline Village, NV – November 2009 – There are few options for Marketers to get skills training which helps them continually hone their craft. This is particularly true when it comes to creating more compelling and useful sales messages and materials that get used in the field and have a greater impact on selling.

Corporate Visions® Inc. changed all that with the launch of Power Positioning® Training course for Marketing and Communications professionals. Power Positioning® Training is the first-of-its-kind training program dedicated to helping Marketers increase their relevance in the sales process.

The Power Positioning Training program consists of:

- Dynamic e-learning, pre-course instruction
- 2-day hands-on skills training event, including practice exercises and presentations
- Complete hard-copy and digital workbook containing explanations, examples and templates
- Access to online, multi-media refresher modules and interactive tools (Power Connection™ for Power Positioning® Training optional add-on)

What customers say?

"It's imperative that Marketing provides messaging that is relevant to the customer buying cycle, tailored to sales channels and drives consistent application of the brand in the selling process," said Amanda Turton, Vice President, Corporate Communications at Millipore. "This is the only training I've seen that specifically helps Marketers integrate customer-focused messaging into tools that sales people will actually use.

"Marketers, like their sales colleagues, benefit from ongoing skills training, and this product helps fill a critical gap in terms of professional development," Turton added.

Online overview

"Despite a glut of marketing books, education and training on branding, advertising, and lead generation there's one thing noticeably absent – a strategic approach for creating field sales-ready marketing content that sales people will actually use," says Tim Riesterer, CMO for Corporate Visions. "That's the sweet spot we aimed for with Power Positioning Training."

A 5-minute online preview of the new Power Positioning Training solution is now available at:

http://www.brainshark.com/corpv/PPTTraining_forMarketers

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About Corporate Visions Inc.

Customer conversations are your best opportunity for competitive differentiation. You need to be different, where it counts. With Corporate Visions you will: **create messages** that focus on your customer and set you apart from your competition; **develop tools** that align to every step in the buying cycle, and empower the field to accelerate deals through the pipeline; **deliver training** that teaches you how to tell your story with impact and differentiation at every customer interaction, making it easy for prospects to choose you.

Corporate Visions' world-class customer and advisory board include, MasterCard, ADP, CA, Oracle, GE, Xerox, Millipore, AmerisourceBergen and Infor. For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL.