

FOR IMMEDIATE RELEASE

Tata Consultancy Services leverages Corporate Visions for employee development program

Incline Village, NV – October, 2009 – When you solve technology problems and optimize business processes for other companies, you are an essential partner in enabling those companies to operate at peak performance and meet their objectives. However, if you communicate your services at the bits, bytes and specification level, it can be difficult to position the value of your solutions to the executive buyers who make the business decisions on IT consulting and outsourcing investments.

The need to elevate customer conversations is what convinced Tata Consultancy Services (TCS), the leading global IT Services, Business Solutions and Outsourcing firm, to look for a partner that could help them optimize their value messaging to customers through the Power Messaging approach from Corporate Visions.

“When you sell technology-driven services, you can’t just talk about the details of the network infrastructure and systems. You need to accurately present the value you can deliver to the business and enable customers to experience certainty in their IT landscape,” says Jayant Pendharker, TCS’ head of Global Marketing. “Our initial experiences with the Corporate Visions’ process were so well-received that we’ve decided to make it a standard approach across the entire company in order to build and sustain a uniform messaging culture,” Pendharker added.

Tata Consultancy Services has customer-facing representatives in Sales, Marketing, Geography Management, along with Practice Management and Client Delivery in more than 40 countries.

“Tata Consultancy Services is taking an integrated, cross-functional approach, which will maximize their success,” according to Joe Terry, President of Corporate Visions. “It’s a best practice to make sure everyone, from marketing to sales, pre-sales, learning and development and consulting are taking the same messaging approach to the customer.”

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

Communications Contact

Lilia Todorova

ltodorova@corpv.com

775-831-1322

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.