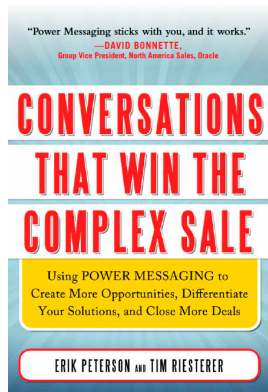


FOR IMMEDIATE RELEASE



New Corporate Visions Book featured by American Marketing Association and Selling Power Magazine
***Conversations That Win the Complex Sale* receives industry recognition**

Incline Village, NV – June, 2011

The *American Marketing Association*, the largest marketing association in North America with 30,000 members, is featuring the new book “Conversations that Win the Complex Sale” and interviewed co-author, Tim Riesterer on its popular podcast series. Here’s a link to the interview: [Author Series: Conversations That Win The Complex Sale](http://bit.ly/AMAbook) (<http://bit.ly/AMAbook>).



Also, *Selling Power Magazine*, the largest subscriber-based magazine for salespeople selected “Conversations that Win the Complex Sale” for its top 10 recommended [Summer Reading List for America’s Best Sales Teams](http://bit.ly/SPread). Here’s a link to download full reading list: <http://bit.ly/SPread>

The book, released this April by McGraw-Hill, has become a hot seller, listed by Amazon in its Hot New Releases under *sales* and *selling* categories.

About Corporate Visions Inc.

Corporate Visions, Inc. will help you create more opportunities, avoid “no decision,” and win more deals by improving the conversations your field representatives are having with your customers. You do that by addressing three key areas:

- Develop messages that concentrate on your customers and their needs, and differentiate you from the competition.
- Deploy tools that support the critical steps in the buying cycle and your salespeople will actually use.
- Deliver sales skills training that teaches you how to tell your company story with impact, in a way that’s engaging and memorable.

As a result you will integrate your Marketing and Sales organizations into a single commercial engine, creating unified sales-ready messaging and delivering winning conversations.

Global organizations such as ADP, Dell, Dow Jones, GE, Oracle and many others rely on this approach.

For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL.

About the Book “Conversations That Win the Complex Sale”

“Conversations That Win the Complex Sale,” outlines all the concepts taught in Power Messaging, and is the answer to what Corporate Visions Alumni have been clamoring for. It is a practical guide that teaches you how to engage your customers in meaningful conversations through the use of storytelling. You’ll learn how to you’re your “Value Wedge,” turn your company message inside-out and paint your customer as the hero. The authors,

Communications Contact

Shelley Walker

swalker@corpv.com

775.831.1322

Erik Peterson and Tim Riesterer, expertly outline all the principles, practices and techniques Corporate Visions has been teaching only to select few. This book is a compelling read for experienced salespeople, those entering the field, or anyone looking to make a difference through the spoken word.

Learn more and order: <http://conversationthatwin.com>