

## Communications Contacts

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## FOR IMMEDIATE RELEASE

### Corporate Visions to Host Regional Executive Roundtable Discussions

*Experts from Philips Respironics, Beyond ROI, Aberdeen Group and Corporate Visions to Provide 360-Degree View of the Impact of Marketing and Sales Alignment on Company Performance*

**INCLINE VILLAGE, Nev. – February 21, 2012** – Corporate Visions, Inc., the leading [sales and marketing messaging](#) company, today announced that it will host three complimentary [executive roundtable discussions](#) throughout the months of February, March and April. Each roundtable will feature [a panel of experts](#), including Susan McGinnis, senior trainer at Philips Respironics, Scott Watson, founder and chief measurement officer at Beyond ROI, Peter Ostrow, vice president and research group director at Aberdeen Group, and Tim Riesterer, chief strategy and marketing officer at Corporate Visions. The panelists will discuss how to align marketing and sales from an organizational perspective and how to build a defensible business case for working together.

During the roundtables, the panelists will also discuss how to define shared processes, create cross-functional content and measure whether your marketing and sales alignment initiative is having an impact. During each two-hour roundtable discussion, attendees will:

- Learn how Philips Respironics was able to align its marketing and sales messages;
- See how third-party measurement expert Beyond ROI is helping Philips Respironics to create a C-level-worthy business case by measuring the impact of alignment; and
- Hear the analyst's perspective from Aberdeen Group, who just released their marketing and sales alignment report.

Prior to each executive roundtable discussion, attendees are invited to network during a free continental breakfast at 7:30 a.m. Each session will then begin at 8 a.m. and conclude at 11 a.m. Session dates and locations include:

- Tuesday, February 28, 2012 at The Four Seasons Hotel in San Francisco, Calif. To register, [click here](#).
- Thursday, March 22, 2012 at The W City Center in Chicago, Ill. To register, [click here](#).
- Wednesday, April 25, 2012 at The Westin Copley Place in Boston, Mass. To register, [click here](#).

To view the agenda, watch a brief introduction about the executive roundtable discussions from Tim Riesterer, or obtain more information, please visit the [event website](#).

#### About Corporate Visions, Inc.

Corporate Visions, Inc. helps global business-to-business companies create more sales opportunities, overcome the status quo, and win more deals by improving the conversations sales representatives have with customers. Companies engage Corporate Visions in three key areas:

- Developing differentiated messages that concentrate on customer needs;

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- Deploying tools that support critical steps in the buying cycle and that salespeople will actually use; and
  - Delivering sales skills training that teaches salespeople how to tell their story in a way that is impactful, engaging and memorable.

Corporate Visions helps clients such as ADP, Dell, Dow Jones, GE and Oracle align marketing and sales with a repeatable methodology for creating unified, sales-ready messages that lead to winning conversations with customers. For more information about Corporate Visions visit [www.corporatevisions.com](http://www.corporatevisions.com) or call 775-831-1322 or 800-360-SELL.

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