
FOR IMMEDIATE RELEASE

Frost & Sullivan Best Practice Guide features Corporate Visions ***Soon-to-be released report documents sales and marketing success at Kronos***

Incline Village, NV – August, 2011 – Business research and consulting firm, Frost & Sullivan will be releasing a new Best Practices Guidebook to show companies how to “revitalize their value proposition.” What makes this guide unique is that it specifically addresses how both Marketing and Sales must work together to deliver a winning value proposition. The report features Kronos, a leading provider of workforce management solutions, and Corporate Visions client.

Key results highlighted in the report include:

- 92% of salespeople report using the new messaging and techniques on a consistent basis
- 96% of salespeople say approach has a “high” or “significant” impact on closing business
- 36% increase in the company’s EBITDA was tracked during the time of the messaging rollout

The report will initially be launched at Frost & Sullivan’s **GIL 2011: Silicon Valley Conference** (September 13) during a joint presentation between Frost & Sullivan, Kronos and Corporate Visions. The following week, the Best Practice Guidebook will be featured at Corporate Visions’ **Marketing and Sales Alignment Conference** in Chicago (<http://www.corporatevisions.com/conference>).

“The Best Practice Guide is a great example of how Marketing and Sales can rally around a common approach to developing and delivering a value proposition,” says Tim Riesterer, CMO and SVP of Products and Consulting for Corporate Visions. “Traditionally, the Marketing department builds the value proposition at headquarters and then spring it on Sales in a ‘ta da’ fashion, expecting them to love it and deliver it as is. This report shows how it must be a cross-functional process that integrates the message development and delivery skills training to get the adoption and usage needed for a value proposition to have impact.”

About Corporate Visions, Inc.

Corporate Visions, Inc. helps global business-to-business companies create more opportunities, avoid “no decision,” and win more deals by improving the conversations field sales representatives are having with customers. Companies engage us in three key areas, when they need to:

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

As a result, our clients see greater alignment between their Marketing and Sales organizations, because they have a repeatable methodology for creating unified, sales-ready messages that lead to winning conversations with customers. Global organizations such as ADP, Dell, Dow Jones, GE, Oracle and many others rely on this approach.