

FOR IMMEDIATE RELEASE

## Corporate Visions Releases Q1 2010 Sales Messaging Report

*Survey finds that salespeople want their companies to focus on new value propositions as top priority 2010 company initiative.*

**Incline Village, NV – April 20, 2010** – Salespeople want better value propositions. Of all the things their company can do to help them sell, the reps in the field are saying they need a better story, according to survey findings released this week.

Each quarter, Corporate Visions Inc., the leader in sales and marketing messaging, surveys marketing and sales professionals who work in complex, business-to-business selling environments. The findings highlight trends and challenges facing industry-leading companies across the globe that are working to achieve alignment between their marketing and sales efforts, and de-commoditize their solution in a market overwhelmed with similar, competitive offerings.

The following are the key findings from the recently released Q1 2010 report:

- Better customer messages, specifically value propositions that improve differentiation, is at the top of wish-list for 2010 sales initiatives.
- Salespeople also want better tools that specifically help set their solution apart in key moments of the buying cycle.
- The majority of salespeople surveyed also are looking for more training and support in areas of prospecting, executive conversations and negotiations in order to help them win deals.

The Corporate Visions Quarterly Sales Messaging Report is free for [download](#).



## Communications Contact

Shelley Walker

[swalker@corpv.com](mailto:swalker@corpv.com)

775-831-1322

---

## 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: **develop messages that matter** because they focus on your customer and set you apart from your competition; **deploy tools that get used** by the field because they are aligned to every step in the buying cycle, and empower you to accelerate deals through the pipeline; **deliver training for winning conversations** that teaches you the science and art of how to tell your story with impact and differentiation at every customer interaction, making it easy for prospects to choose you.