CORPORATE VISIONS
Conversations That Win®

Customer Conversation System Release Notes
Launch Date: January 29th, 2018

Your Corporate Visions subscription keeps getting better… and as a subscriber you automatically receive access to each new and updated product.

In batch format, twice a year, we publish Release Notes detailing all product revisions since the prior update. If you use our LMS, your teams are already enjoying the most current versions. If you host content internally on your LMS, you're encouraged to please follow these Release Notes to update your systems with the most current versions.

Updates to Create Value Skills (Power Messaging)

Workshop Materials	Description of Change
Pre-work for 2-day workshops	- A new Create Value Skills v6.0 **Intro module** was released in English that replaces the previous 9 module set used in v5.0. **Chinese, French, German, Japanese, Portuguese and Spanish language pre-work** now uses localized versions of the 3 modules Overcome the Status Quo; Grab and Keep Customer Attention; and Tell Your Why You Story which replace the previous 9 module set used in v5.0.
Participant and Leader Materials	- The **Participant Workbook** has been updated with the addition of Why Change and Why You Planners. - Multiple sections of the **Leader Guide** talk track have been updated. - A new, **second version of Leader Guide** has been created to specifically support workshop deliveries that integrate a previously developed message. - Minor updates have been made to **Leader slide deck** to align it with the updated Leader Guide, and a new, dedicated slide deck is available to support workshops that integrate a previously developed message.

Online Modules	• The **Create Value library of online modules** is now available in Chinese, French, German, Japanese, Portuguese and Spanish.
Virtual Coach Guides	• The **Create Value library of Virtual Coach guides** is now available in Chinese, French, German, Japanese, Portuguese and Spanish.
Coaching Materials	• A new **Coaching Playbook** has been created. • **Coaching Kits** have been updated to now align with the concepts taught in v6.0.

Updates to Elevate Value Skills (Executive Conversations)

Workshop Materials	Description of Change
Elevate Value Skills v3.0 has been released which incorporates recently completed 'Why Now' research on what motivates executive decision-makers to decide, instead of defer.	
Participant and Leader Materials	• The English-language **Participant Workbook** has been updated to incorporate Why Now research. • A new **Why Now Planner** has been added to supplement the Business Impact Template (BIT), which will now more specifically serve as a tool for organizing customer research, with the Planner providing a simpler framework for planning executive conversations. • Multiple sections of the **Leader Guide** talk track have been updated to incorporate Why Now content. • The English-language **Leader slide deck** has been updated to incorporate Why Now content.
Online Modules	• The modules **Gain a Buyer's Perspective** and **Research Public and Private Customers** have been republished to remove use of Flash. • A new module, **Get Executive Decision-Makers to Act Now**, will be released in February 2018 to recognize Why Now research in the online library.
Coaching Materials	• The **Coaching Playbook** has been updated and restructured based on concepts vs. sales stage consistent with Create and Capture Playbooks, and now directly integrates with the Coaching Kits. • The **Coaching Kits** have also been updated based on concepts vs. Business Impact Template columns.

Updates to Capture Value Skills

Workshop Materials	Description of Change
Pre-work for 2-day workshops	• A new English-language Capture Value Skills v2.0 **Intro module** was released in English to remove use of Flash and better align workshop concepts.
Participant and Leader Materials	• The **Participant Workbook** has been updated to reflect revisions from v1.0 to v2.0. • The **Leader Guide** has been updated to reflect revisions from v1.0 to v2.0. • The **Deal Profitability Planner** has been updated to reflect revisions from v1.0 to v2.0. • The **Customer Profitability Planner** has been updated to reflect revisions from v1.0 to v2.0.
Online Modules	• A new module, **Renew Customers and Communicate Price Increases**, has been added to the online library to recognize 'Why Stay' and 'Why Pay' research. • The module **Expand Deals and Perceived Value** underwent significant updates and was renamed Create Price Uncertainty. • The module **Exchange Value Don't Give It Away** had minor updates and was renamed Reach Agreement in Multi-Party Decisions. • The **Buyer Alternatives Simulation** has been updated to reflect new research and to remove use of Flash. • The **Use Insights to Ask Questions That Persuade** module has been updated to remove a callout that compared types of questions. • The **Negotiate from A Power Position** module has been updated to replace the Value Conversation Planner download with the Deal Profitability Planner. • The **Reach Agreement in Multi-Party Decisions** module has been updated to remove use of Flash.
Virtual Coach Guides	• **Three new Guides** have been added to recognize 'Why Stay' and 'Why Pay' research which are now available in your subscriber portal.
Coaching Materials	• A new **Coaching Playbook** has been created. • **Coaching Kits 3, 5 and 6** have been updated to reflect revisions from v1.0 to v2.0.