



Customer Conversation System Release Notes

Launch Date: July 31, 2017

This product update includes **extensive additions and enhancements to the Capture Value Skills product line**, and the addition of a new performance simulation to the Create Value Skills (Power Messaging) product line.

Additionally, a **new naming architecture** is being announced, and subscribers who use Corporate Visions' LMS now need only **assign a single curriculum** replacing the need to juggle multiple enrollment keys and groups. Plus, this release includes greatly **expanded LMS reporting capabilities**.

New Naming Architecture

The Customer Conversation System consists of three value conversations. To more intuitively align the three, this release completes the renaming process begun with the introduction of the Capture Value product line in 2016:

| New Name | Previous Name |
|----------------------|-------------------------|
| Create Value Skills | Power Messaging |
| Elevate Value Skills | Executive Conversations |
| Capture Value Skills | Capture Value |

This new naming architecture also extends to, and integrates with, Corporate Visions' messaging and content services as shown below. For example, Power Positioning now becomes Create Value Messages.

| Create Value | Elevate Value | Capture Value |
|-----------------------|------------------------|------------------------|
| Create Value Messages | Elevate Value Messages | Capture Value Messages |
| Create Value Content | Elevate Value Content | Capture Value Content |
| Create Value Skills | Elevate Value Skills | Capture Value Skills |

How this new naming will affect you

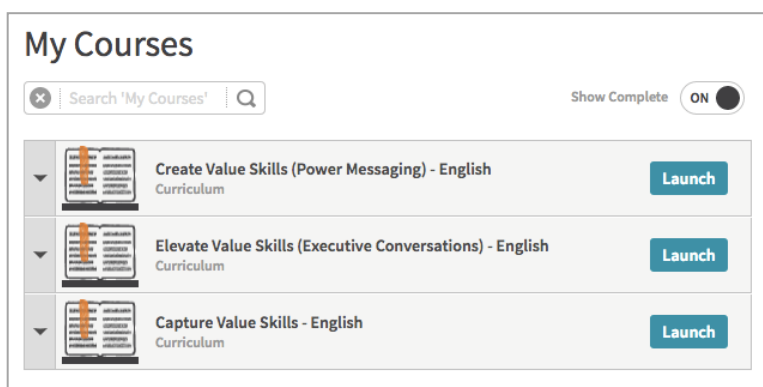
If you use Corporate Visions' LMS:

- You and your teams may continue to use your existing, familiar LMS structure through the end of your license term.
- A new second directory structure, organized using the new product names, will begin to operate in parallel with the existing structure you currently use, which you may opt into by contacting your Project Manager or Principal Consultant.
- To make it easier to manage delivery options, all modes are now consolidated into one curriculum as shown on the following page, which also includes Virtual Coach skills reinforcement:
 1. Blended – where learners complete a short online assignment before attending a 2-day workshop.
 2. Flipped – where learners discover all concepts online before a 1-day skills application workshop.
 3. Virtual – where the entire learning experience takes place online, using self-paced modules and virtual, leader-led sessions.
 4. Online Self-Paced – where each skill's full library of online modules is available for use integrating into your other programs and initiatives.
- You may opt-in to start using the new directory structure at any time.

If you host on your own LMS, and/or utilize T3 certified facilitators to deliver:

- You're encouraged to update your online modules and classroom materials and begin using the new product names at your earliest convenience.

What you'll see if you migrate to the new Corporate Visions' LMS structure:



Participants see all 3 skills training options – Create, Elevate and Capture Value – upon accessing their accounts.

Elevate Value

Curriculum Progress0 / 6





STATUS: NOT STARTED

Elevate Value Skills (Executive Conversations) - English

Complete the type of training you were assigned:

Course Progress0 / 1






Please complete 1 of the following course[s].

| | | |
|---|--|--------|
|  | PREPARE: Elevate Value Skills (Executive Conversations)- 2-day Workshop - English Online Course | Launch |
|  | PREPARE: Elevate Value Skills (Executive Conversations)- 1-day Workshop - English Online Course | Launch |
|  | PREPARE: Elevate Value Skills (Executive Conversations)- Virtual Workshop - English Online Course | Launch |
|  | PREPARE: Elevate Value Skills (Executive Conversations)- Online Self-Paced Training - English Online Course | Launch |

After your training, reference these guides to build your individual fluency:

Course Progress0 / 5

Please complete 5 of the following course[s].

| | | |
|---|---|--------|
|  | Elevate Value Skills Stage 1: Generating Demand - English Online Course | Launch |
|  | Elevate Value Skills Stage 2: Qualifying - English Online Course | Launch |
|  | Elevate Value Skills Stage 3: Discussing Needs - English Online Course | Launch |
|  | Elevate Value Skills Stage 4: Presenting & Proposing - English Online Course | Launch |
|  | Elevate Value Skills Stage 5: Negotiating & Closing - English Online Course | Launch |


This Elevate Value Skills example shows how after selecting which skill, participants select their assigned delivery option.

Elevate Value

Lesson Progress0/5





STATUS: NOT STARTED

PREPARE: Elevate Value Skills (Executive Conversations)- 2-day Workshop - English




This course is part of the curriculum: **Elevate Value Skills (Executive Conversations) - English**


COMPLETE each task prior to your workshop:

| | | |
|---|---|--------|
| ▼ |  Select a customer and complete this research assignment | Launch |
| ▼ |  Download your participant workbook | Launch |
| ▼ |  Download your Business Impact Template | Launch |
| ▼ |  Take this introductory online course | Launch |

ACTIVATE your Virtual Coach skills reinforcement service:

| | | |
|---|--|--------|
| ▼ |  Schedule access to Virtual Coach following your training | Launch |
|---|--|--------|

EVALUATE your learning experience:

| | | |
|--|---|--------|
| |  What did you think? Please tell us your opinion. | Launch |
|--|---|--------|

After selecting their assigned delivery mode, participants complete their preparation assignment and activate their Virtual Coach skills reinforcement service as shown in this 2-day workshop example.

Expanded LMS Reporting

Monitoring participant compliance, and sending nudge emails, can be a time-consuming task. With this new reporting flexibility, available whether you use the old or new LMS directory structure, staying informed just became a whole lot easier.

Contact your assigned Project Manager to learn more about the expanded reporting capability available to subscribers who use Corporate Visions' LMS.

Enrollment Key Activity

Step 1: Select Enrollment Key

Step 2: Select Curriculum or Courses

Step 3: Select Activity Report

PREPARE:

Download your pre-work assignment

 - US Eng...

Company

| First Name | Last Name | Email Address | Job Title | Status | Progress | Date Enrolled | Date Completed | Department | Take this introductory online course | Download and complete your pre-work assignment | Download your participant workbook and bring it loaded on your laptop to the workshop | Download your negotiation planner | Set your timed delivery of reinforcement emails |
|------------|-----------|------------------------|---------------|-------------|----------|---------------|----------------|-------------|--------------------------------------|--|---|-----------------------------------|---|
| John | Smith | john.smith@corp.com | John Smith | In Progress | 0.00% | Jun 13, 2017 | | Engineering | In Progress | Not Started | Not Started | Not Started | Not Started |
| John | Smith | john.smith@corp.com | John Smith | Complete | 100.00% | Jun 12, 2017 | Jun 12, 2017 | Engineering | Complete | Complete | Complete | Complete | Complete |
| Michael | Smith | Michael.Smith@corp.com | Michael Smith | Complete | 100.00% | May 31, 2017 | May 31, 2017 | Engineering | Complete | Complete | Complete | Complete | Complete |
| John | Lee | John.Lee@corp.com | John Lee | Complete | 100.00% | May 29, 2017 | May 29, 2017 | Engineering | Complete | Complete | Complete | Complete | Complete |
| John | Thompson | John.Thompson@corp.com | John Thompson | Complete | 100.00% | May 25, 2017 | May 25, 2017 | Engineering | Complete | Complete | Complete | Complete | Complete |
| John | Johnson | John.Johnson@corp.com | John Johnson | In Progress | 20.00% | Jun 12, 2017 | | Engineering | Complete | Not Started | Not Started | Not Started | Not Started |
| John | Walt | John.Walt@corp.com | John Walt | In Progress | 60.00% | Jun 12, 2017 | | Engineering | Complete | Complete | Not Started | Not Started | Complete |
| John | Anderson | John.Anderson@corp.com | John Anderson | Complete | 100.00% | May 30, 2017 | May 30, 2017 | Engineering | Complete | Complete | Complete | Complete | Complete |
| Michael | Walt | Michael.Walt@corp.com | Michael Walt | In Progress | 20.00% | Jun 13, 2017 | | Engineering | Complete | Not Started | Not Started | Not Started | Not Started |
| John | Thompson | John.Thompson@corp.com | John Thompson | In Progress | 20.00% | Jun 12, 2017 | | Engineering | Complete | Not Started | Not Started | Not Started | Not Started |
| Michael | Walt | Michael.Walt@corp.com | Michael Walt | In Progress | 0.00% | Jun 09, 2017 | | Engineering | In Progress | Not Started | Not Started | Not Started | Not Started |
| John | Walt | John.Walt@corp.com | John Walt | Complete | 100.00% | Jun 13, 2017 | Jun 13, 2017 | Engineering | Complete | Complete | Complete | Complete | Complete |
| Michael | Walt | Michael.Walt@corp.com | Michael Walt | Not Started | 0.00% | May 30, 2017 | | Engineering | Not Started | Not Started | Not Started | Not Started | Not Started |
| John | Walt | John.Walt@corp.com | John Walt | Complete | 100.00% | May 30, 2017 | May 30, 2017 | Engineering | Complete | Complete | Complete | Complete | Complete |

When exporting to CSV, grid statuses will be represented as numeric values (0 = Not Started; -1 = In Progress; 1 = Complete)

10.corporatevisions.com/Admin

tg.corporatevisions.com/Admin

View completion status for every participant you've assigned to an enrollment key on one screen.

Leader-Led Workshops

CREATE VALUE SKILLS (Power Messaging) and ELEVATE VALUE SKILLS (Executive Conversations)

- Materials, such as workbook covers, will reflect both old and new product names for subscribers who migrate to using the new LMS directory structure.
- The Create Value Skills 6.0 leader guide has been updated with various enhancements.
- No changes will be made to any materials associated with existing enrollment keys, or provisioned in existing participant accounts.
- If you host modules and materials internally, you're encouraged to begin using the updated materials at your earliest convenience, however you control the timing.

CAPTURE VALUE SKILLS

- ***** **Release of new Capture Value Skills version 2.0** *****
 - Incorporates new research, activities and planners all designed to equip sellers to maximize **deal profitability** and overall **customer profitability**.
 - Includes techniques for strengthening **customer retention**, winning **subscription renewals**, communicating **price increases**, and managing situations involving **multiple decision-makers**.
 - Includes a new participant workbook, online pre-work module, leader slideware, and Deal Profitability and Customer Profitability Planners.
 - The new agenda is structured around these five selling concepts:
 1. Create Price Uncertainty – Introducing unconsidered customer needs to create uncertainty about the value of your solution.
 2. Multi-Party Decisions – Creating pivotal agreements to build consensus and reach agreement when multiple decision-makers are involved.
 3. Set High Targets – Utilizing the power of anchoring and making first offers to influence customer judgments of value.
 4. Exchange Value – Applying strategy and psychology to minimize price concessions by exchanging value.
 5. Why Stay / Pay More – Using a message framework to retain existing accounts and communicate price increases.
 - Consistent with v1.0, participants work on their actual accounts and opportunities during training. No case studies are used.
 - Blended/Flipped/Virtual delivery modes are all supported.
 - T3 Certification programs will be made available beginning September 2017.

Library of eLearning Modules

CREATE VALUE SKILLS (Power Messaging Online)

- An all new, **'Why Change' performance simulation** (10-minutes) has been added to the online library of modules.
- The Create Value library of modules will be available in German, Spanish, French, Portuguese, Chinese & Japanese in late August 2017.

ELEVATE VALUE SKILLS (Executive Conversations Online)

- A new pre-work module has been updated to reflect new naming.

CAPTURE VALUE SKILLS (Capture Value Online)

- A new pre-work module has been created to align with the structure of v2.0.
- The Capture Value Skills 2.0 library of online modules has been **updated and expanded** to mirror the learning outcomes produced in classroom.
- Items in **Green** represent new or updated modules, if you host modules internally you're encouraged to update files at your earliest convenience.

| Capture Value Skills 2.0 |
|--|
| 1. Negotiate from a Low Power Position |
| 2. Create Price Uncertainty¹ |
| 3. Use Insights to Ask Questions that Persuade |
| 4. Buyer Alternatives Simulation² |
| 5. Make First Offers to Anchor Value |
| 6. Reach Agreement in Multi-Party Decisions³ |
| 7. Use Concession Psychology to Control Customer Emotions |
| 8. Manage Negotiation Tension⁴ |
| 9. Employ Negotiating Behaviors⁴ |
| 10. Set High Targets to Drive More Value⁴ |
| 11. Manage Information⁴ |

¹ Formerly named, 'Expand Deals and Perceived Value', this module was renamed and updated to focus on creating price uncertainty.

² The 'Buyer Alternatives Simulation' was updated to reflect results learned in recently completed 'price increase' research.

³ Formerly named, 'Exchange Value Don't Give It Away', this module was renamed.

⁴ This module from Situational Sales Negotiation is now also included in the Capture Value Online library.