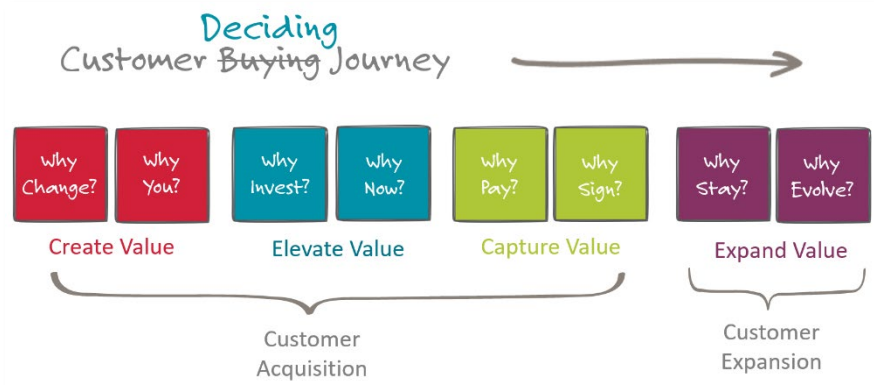


Customer Conversation System Release Notes

Launch Date: January 22nd, 2019

Your Corporate Visions subscription keeps getting better... and as a subscriber you automatically receive access to new research and product versions.

Twice a year you receive Release Notes detailing product improvements since the prior update. Additionally, localized product versions are released throughout the year as they become available. This release was designed to enable you to better chunk down and align training with specific audience segments and effectively manage time out of field.



Expand Value, a new fourth Value Conversation focused on retaining and expanding existing customer relationships, has been added to the Conversation System.

The trio of [Create Value](#), [Elevate Value](#) and [Capture Value](#) conversations remain focused on developing skills for acquiring *new* customers. Recognizing how important revenue from current customers is to your overall goal, the new [Expand Value](#) conversation is dedicated to developing the unique skills required for retaining and expanding *existing* customers.

Each of these four Value Conversations has been subdivided into two 'decision-based' segments that laser-in on the sales skills needed to address the specific decisions buyers make along their deciding journey. Each 'decision-based' training product may be delivered standalone onsite or online, or in combination with other decision products providing you greatly enhanced capability to deploy custom learning paths by audience.

Lastly, a reminder that all eLearning modules were republished last year to remove Flash and prevent browser issues. If you use our LMS, your teams are already enjoying the most current versions. However, if you host content internally please update your system with the most current versions.

CREATE VALUE SKILLS

- New, dedicated **'Why Change'** and **'Why You'** decision products are now available for delivery as 1-day workshops as well as 3-week long online trainings. Both new products are supported with dedicated Planners, Agendas, Leader Guides, Video Challenges, etc.
- The **Virtual Coach** skills reinforcement service now also supports decision-specific training.
- **'Power Messaging'** co-naming has been removed from all Create Value materials.

Product Version		Update
2-Day Create Value Skills	Materials	<ul style="list-style-type: none"> • Updated versions of the Leader Guide and Leader Slides have been redesigned to follow a two-decision course flow, and to flex how activities are conducted to heighten relevance for audiences who do lots of remote selling. • Each decision (Why Change & Why You) is supported with its own Planner to help apply course concepts to actual opportunities. • The Participant Workbook has also been updated for consistency.
	Online Modules	<ul style="list-style-type: none"> • A new module, 'Using Visuals for Remote Sales Calls', will be released in February.
1-Day Why Change	Classroom Deliveries	<ul style="list-style-type: none"> • A dedicated Leader Guide, Leader Slides and Participant Workbook are available to support delivery of 1-day 'Why Change' workshops.
	Online Training	<ul style="list-style-type: none"> • Create Value online learning has been subdivided to support individual 'Why Change' and 'Why You' trainings. • 'Why Change' specific courseware comprises existing modules mixed with the new modules shown in bold: <ul style="list-style-type: none"> ○ Create the Need for Change ○ Defeat Decision Avoidance ○ Leverage Unconsidered Needs ○ Craft a Compelling Change Message ○ Avoid the Hammock ○ Grab Customer Attention ○ Create Memorable Stories Using Visuals ○ Why Change Simulation
1-Day Why You	Classroom Deliveries	<ul style="list-style-type: none"> • A dedicated Leader Guide, Leader Slides and Participant Workbook are available to support delivery of 1-day 'Why You' workshops.
	Online Training	<ul style="list-style-type: none"> • 'Why You' specific courseware comprises existing modules mixed with the new modules shown in bold: <ul style="list-style-type: none"> ○ Describe your Differentiation ○ Convey What your Customer can DO Differently ○ Deliver Powerful Stories ○ Avoid the Hammock Effect ○ Use Stories to Spike Interest

		<ul style="list-style-type: none"> ○ Discover How the Brain Makes Decisions ○ Objection Reframes
Coaching for Sales Leaders		<ul style="list-style-type: none"> • An online version is now available that includes a webinar slide deck with Leader Notes and a coaching Video Challenge with Rubric. • Additional materials include: <ul style="list-style-type: none"> ○ Coaching Playbook ○ Ride Along Checklist ○ Coaching Kits ○ Implementation Plan ○ Email Campaign
T3		<ul style="list-style-type: none"> • The T3 materials and course have been updated to support training new facilitators on the two-decision course flow.

ELEVATE VALUE SKILLS

- New, dedicated **‘Why Invest’** and **‘Why Now’** decision products are now available for delivery as 1-day workshops as well as 3-week long online trainings. Both new products are supported with dedicated Planners, Agendas, Leader Guides, Video Challenges, etc.
- The **Virtual Coach** skills reinforcement service now also supports decision-specific training.
- **‘Executive Conversations’** co-naming has been removed from all Elevate Value materials.

Product Version		Update
2-Day Elevate Value Skills	Materials	<ul style="list-style-type: none"> • Updated versions of the Leader Guide and Leader Slides have been redesigned to follow a two-decision course flow. • Each decision (Why Invest & Why Now) is supported with its own Planner to help apply course concepts to actual opportunities. • The Business Impact Template has been replaced by the Why Invest Planner. • The Participant Workbook has also been updated for consistency.
1-Day Why Invest	Classroom Deliveries	<ul style="list-style-type: none"> • A dedicated Leader Guide, Leader Slides and Participant Workbook are available to support delivery of 1-day ‘Why Invest’ workshops.
	Online Training	<ul style="list-style-type: none"> • Elevate Value online learning has been subdivided to support individual ‘Why Invest’ and ‘Why Now’ trainings. • ‘Why Invest’ specific courseware consists of this set of existing modules: <ul style="list-style-type: none"> ○ Gain A Buyer’s Perspective ○ Research Public and Private Customers ○ Win Access to Executives ○ Demonstrate Financial Impact ○ Analyze Financials to Find Opportunities ○ Communicate Business Change ○ First 5 Minutes Simulation
1-Day Why Now	Classroom Deliveries	<ul style="list-style-type: none"> • A dedicated Leader Guide, Leader Slides and Participant Workbook are available to support delivery of 1-day ‘Why Now’ workshops.
	Online Training	<ul style="list-style-type: none"> • Elevate Value online learning has been subdivided to support individual ‘Why Invest’ and ‘Why Now’ trainings. • ‘Why Now’ specific courseware comprises existing modules mixed with the new modules shown in bold: <ul style="list-style-type: none"> ○ Create Executive Urgency ○ Understand Executive Decision-Making ○ Leverage Unconsidered Needs ○ Identify Relevant Performance Metrics ○ Match Conversations with Roles ○ Use ROI and Economic Justification ○ Why Now Simulation

Coaching for Sales Leaders	<ul style="list-style-type: none"> • An online version is available that includes a webinar slide deck with Leader Notes and a coaching Video Challenge with Rubric. • Additional materials include: <ul style="list-style-type: none"> ○ Coaching Playbook ○ Ride Along Checklist ○ Coaching Kits ○ Implementation Plan ○ Email Campaign
T3	<ul style="list-style-type: none"> • The T3 materials and course have been updated to support training new facilitators on the two-decision course flow.

CAPTURE VALUE SKILLS

- New, dedicated **'Why Pay'** and **'Why Sign'** decision products are now available for delivery as 1-day workshops as well as 3-week long online trainings. Both new products are supported with dedicated Planners, Agendas, Leader Guides, Video Challenges, etc.
- The **Virtual Coach** skills reinforcement service now also supports decision-specific training.
- 'Why Stay' content, that focuses on renewing existing customers and was previously part of Capture Value Skills, is now part of Expand Value Skills. Thus, Capture Value Skills is a substantial redesign.

Product Version		Update
2-Day Capture Value Skills	Materials	<ul style="list-style-type: none"> • Updated versions of the Leader Guide and Leader Slides have been redesigned to follow a two-decision course flow, and recognize the replacement of 'Why Stay' content. • Each decision (Why Pay & Why Sign) is supported with its own Planner to help apply course concepts to actual opportunities. • The Participant Workbook has also been updated for consistency.
	Online Modules	<ul style="list-style-type: none"> • The single module previously used for 2-day pre-work has been replaced for consistency with the four shorter modules used as pre-work for the two decision products: <ul style="list-style-type: none"> ○ Negotiate From A Low Power Position ○ Create Price Uncertainty ○ Manage Negotiation Tension ○ Reach Agreement In Multi-Party Decisions
1-Day Why Pay	Classroom Deliveries	<ul style="list-style-type: none"> • A dedicated Leader Guide, Leader Slides and Participant Workbook are available to support delivery of 1-day 'Why Pay' workshops.
	Online Training	<ul style="list-style-type: none"> • Capture Value online learning has been subdivided to support individual 'Why Pay' and 'Why Sign' trainings. • 'Why Pay' specific courseware consists of this set of existing modules: <ul style="list-style-type: none"> ○ Negotiate from A Low Power Position ○ Manage Information ○ Create Price Uncertainty ○ Use Insights to Ask Questions that Persuade ○ Make First Offers to Anchor Value ○ Use Concession Strategy to Control Customer Emotions ○ Buyer Alternatives Simulation
1-Day Why Sign	Classroom Deliveries	<ul style="list-style-type: none"> • A dedicated Leader Guide, Leader Slides and Participant Workbook are available to support delivery of 1-day 'Why Sign' workshops.
	Online Training	<ul style="list-style-type: none"> • Capture Value online learning has been subdivided to support individual 'Why Pay' and 'Why Sign' trainings.

		<ul style="list-style-type: none"> • 'Why Sign' specific courseware comprises existing modules mixed with the new module shown in bold: <ul style="list-style-type: none"> ○ Manage Negotiation Tension ○ Employ Negotiating Behaviors ○ Set High Targets to Drive More Value ○ Reach Agreement in Multi-party Decisions ○ Use Elegant Negotiables
Coaching for Sales Leaders		<ul style="list-style-type: none"> • An online version is available that includes a webinar slide deck with Leader Notes and a coaching Video Challenge with Rubric. • Additional materials include: <ul style="list-style-type: none"> ○ Coaching Playbook ○ Ride Along Checklist ○ Coaching Kits ○ Implementation Plan ○ Email Campaign
T3		<ul style="list-style-type: none"> • The T3 materials and course have been updated to support the new two-decision course flow.

EXPAND VALUE SKILLS

- This new value conversation was designed for developing skills required for expanding *existing* account relationships – renewing subscriptions, migrating accounts to higher value solutions, et al.
- Expand Value Skills consists of **‘Why Stay’** and **‘Why Evolve’** decision products that are available for delivery as 1-day workshops as well as 3-week long online trainings.
- Both products are supported with dedicated Planners, Agendas, Leader Guides, Participant Workbooks, Video Challenges, etc. and the Virtual Coach skills reinforcement service.

Product Version		Update
2-Day Expand Value Skills	Materials	<ul style="list-style-type: none"> • Dedicated Leader Guides and Leader Slides support the two-decision course flow, including flexing how activities are conducted to heighten relevance for audiences who do lots of remote selling. • Each decision (Why Stay & Why Evolve) is supported with its own Planner to help apply course concepts to actual opportunities.
	Online Modules	<ul style="list-style-type: none"> • The 2-day pre-work modules consist of: <ul style="list-style-type: none"> ○ Renew Customer Relationships ○ Reinforce the Status Quo ○ Expand Your Customer Relationships** ○ Status Quo Balancing Act** • **These two modules and an additional new module, ‘Using Visuals for Remote Sales Calls’, will be released in February.
1-Day Why Stay	Classroom Deliveries	<ul style="list-style-type: none"> • A dedicated Leader Guide, Leader Slides and Participant Workbook are available to support delivery of 1-day ‘Why Stay’ workshops.
	Online Training	<ul style="list-style-type: none"> • Expand Value online learning subdivides to support ‘Why Stay’ and ‘Why Evolve’ training products. • ‘Why Stay’ specific courseware consists of these existing modules: <ul style="list-style-type: none"> ○ Renew Customer Relationships ○ Reinforce the Status Quo ○ Set High Targets To Drive More Value ○ Identify Relevant Performance Metrics ○ Create Memorable Stories Using Visuals ○ Avoid the Hammock Effect ○ Grab Customer Attention ○ Deliver Powerful Stories

1-Day Why Evolve	Classroom Deliveries	<ul style="list-style-type: none"> A dedicated Leader Guide, Leader Slides and Participant Workbook are available to support delivery of 1-day 'Why Evolve' workshops.
	Online Training	<ul style="list-style-type: none"> Expand Value online learning subdivides to support 'Why Stay' and 'Why Evolve' training products. 'Why Evolve' specific courseware comprises existing modules mixed with the new modules shown in bold: <ul style="list-style-type: none"> Expand Your Customer Relationships** Status Quo Balancing Act** Communicate Business Change Avoid the Hammock Effect Grab Customer Attention Deliver Powerful Stories Create Memorable Stories Using Visuals <p>**These two modules will be released in February.</p>