

Customer Conversation System Release Notes

2019 Mid-Year Update: July 8th, 2019

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CREATE VALUE SKILLS	
Product	Update
2-Day Create Value Skills Workshops	<ul style="list-style-type: none"> • Instruction on how to construct and deliver Reaction Questions designed to advance customer conversations has been added to the Leader Guide and facilitation slides • Numerous refinements to the talk track, activity instructions, and examples were integrated into the Leader Guide • The Participant Workbook has been updated for Strong Big Pictures
1-Day Why Change Workshops	<ul style="list-style-type: none"> • Instruction on how to construct and deliver Reaction Questions designed to advance customer conversations has been added to the Leader Guide and facilitation slides • The Participant Workbook has been updated for Strong Big Pictures • Localized materials in French, German and Spanish are now available
1-Day Why You Workshops	<ul style="list-style-type: none"> • Numerous refinements to the talk track, activity instructions, and examples were integrated into the Leader Guide • Localized materials in French, German and Spanish are now available
	<ul style="list-style-type: none"> • A new module, 'Use Visuals for Remote Sales Calls', has been added to the eLearning library.
Online Modules	<ul style="list-style-type: none"> • A new module, 'Use Visuals for Remote Sales Calls', has been added to the eLearning library.

T3 Facilitation	<ul style="list-style-type: none"> • The Leader Guide and presentation slides were updated, and a new elearning module, 'Use Visuals for Remote Sales Calls', has been added
Skills Reinforcement Virtual Coach Guides	<ul style="list-style-type: none"> • Two new Virtual Coach guides, Apply a Counterintuitive Approach to Remote Sales Calls; and Ask Prospects and Customers to Draw have been added

CAPTURE VALUE SKILLS	
Product	Update
2-Day Capture Value Skills Workshops	<ul style="list-style-type: none"> The Leader Guide, facilitation slides, and Participant Workbook have been updated for Buyer Alternatives, First Offers, Leaking Value; Tension Model, the 5 Behaviors; and the 'Why Sign' Hot Open.
1-Day Why Pay Workshops	<ul style="list-style-type: none"> The Leader Guide, facilitation slides, and Participant Workbook have been updated for Buyer Alternatives and First Offers Localized materials in French, German and Spanish are now available
1-Day Why Sign Workshops	<ul style="list-style-type: none"> The Leader Guide, facilitation slides, and Participant Workbook have been updated for a new Hot Open, Leaking Value; Tension Model and the 5 Behaviors Localized materials in French, German and Spanish are now available
Online Modules	<ul style="list-style-type: none"> Some modules have received minor cosmetic updates, but do not require self-host replacement.
T3 Facilitation	<ul style="list-style-type: none"> The training curriculum was updated with a Leader Guide and presentation slides

EXPAND VALUE SKILLS	
Product	Update
2-Day Expand Value Skills Workshops	<ul style="list-style-type: none"> The Leader Guide has been updated to include the new Apology content along with updated content on Expand Value Lifecycle, Why Stay, and Why Evolve The Participant Workbook has been updated to include Apology content.
1-Day Why Stay Workshops	<ul style="list-style-type: none"> The Leader Guide has been updated to include the new Apology content along with updated content on Expand Value Lifecycle and Why Stay The Participant Workbook has been updated to include Apology content.
1-Day Why Evolve Workshops	<ul style="list-style-type: none"> The Leader Guide has been updated to include the new Apology content along with updated content on Expand Value Lifecycle and Why Evolve The Participant Workbook has been updated to include Apology content.
Online Modules	<ul style="list-style-type: none"> The new modules, 'Apologizing After a Major Customer Problem' and 'Use Visuals for Remote Sales Calls' have been added to the eLearning library
Coaching for Sales Leaders	<ul style="list-style-type: none"> A classroom version was released that includes a slides with Leader Notes and an agenda with detailed timing 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 Facilitation	<ul style="list-style-type: none"> The training curriculum was updated with a Leader Guide and presentation slides
Skills Reinforcement Virtual Coach Guides	<ul style="list-style-type: none"> Four new Virtual Coach guides, Apply a Counterintuitive Approach to Remote Sales Calls, Ask Propsects and Customers to Draw, Convert Crisis Into Opportunity, and Use the Apology Framework have been added