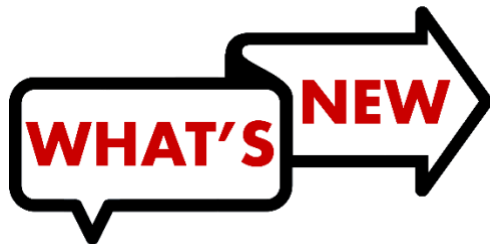


Customer Conversation Release Notes

July 2020

Your Corporate Visions subscription includes automatic access to current research, new products, new releases, and product updates. Maximize the value of your subscription by keeping it current with these available updates since the January 2020 release notes.



- **Mastering Remote Selling™: Prepare Sellers for Success in Today's Virtual Environment**

Mastering Remote Selling is a new course that can be consumed Inline or in a live event. Your sales teams will discover how to use science-backed techniques to control your message, capture attention, and build dynamic interaction on remote sales calls.

- **Virtual Classic Training: Continue to Build Your Sales and Marketing Skills with this new delivery modality**

Working individually or in small virtual groups, participants attend a virtual classroom environment with live facilitation and coaching, as well as complete eLearning modules.

- **Secure and Expand Customer Relationships with Partnership Planning and Business Reviews**

Expand Value™ keeps getting better by adding concepts on Partnership Planning and Business Reviews. Sales teams will discover how to use the right message in the right customer discussions to advance the relationship and demonstrate value.

- **Memorable Messages™: Enable Marketing Teams to Tell the Right Story**

Memorable Messages is a new course that can be consumed Inline or in a live event. Memorable Messages enables marketers with skills to create and tell the right story at critical moments within your buyer's deciding journey.

- **Replace eLearning modules that use Flash**

Adobe will end support of Flash Player at year-end. All CVI modules (English and Localized) are available in Flash-free format. To prevent potential system issues, please replace any older version files you may have imported.

MASTERING REMOTE SELLING	
Product	Update
Mastering Remote Selling Virtual Classic Delivery	<ul style="list-style-type: none"> • New 1-day workshop where sellers discover how to control your message, capture attention, and build dynamic interaction on remote sales calls. Materials include Leader Slides, Leader Guide.
Online Modules	<ul style="list-style-type: none"> • Seven new Mastering Remote Selling eLearning modules: <ul style="list-style-type: none"> ○ Introduction ○ Control Your Message - Determine the core message your audience must remember by identifying your value wedge and repeating it across your presentation. ○ Focus Their Attention - Command continued attention with tactics that control your audience's focus throughout your remote sales presentation. ○ Prime Your Audience - Break the pattern of your presentation to spike your audience's attention right before the most critical points you want them to remember. ○ Create Compelling Dialogue - Construct your conversation to maximize your persuasiveness, with the right approach to delivering insight and asking questions. ○ Build Dynamic Interaction - Use a variety of modalities throughout the conversation to dynamically interact with your audience and keep them participating in the conversation. ○ Engage for Impact - Increase your audience's recall of your core message by asking them to participate by drawing simple visual elements.
Booster Reinforcement Modules	<ul style="list-style-type: none"> • A library of Booster reinforcement modules to support the application of Mastering Remote Selling.

MEMORABLE MESSAGES	
Product	Update
Memorable Messages In-person Workshop	<ul style="list-style-type: none"> • New 2-day workshop that enables marketers with skills to create and tell the right story at moments within your buyer's deciding journey. <i>This new course replaces Messaging Skills for Marketers and Create Value Skills for Marketers.</i> Materials include eLearning pre-work, Participant Workbook and Message Frameworks.
Memorable Messages Virtual Classic Delivery	<ul style="list-style-type: none"> • The 2-day in-person workshop has been adapted for blended virtual delivery that includes live virtual classroom facilitation, eLearning modules, and coaching. New materials include: Agenda, Participant Workbook, and Message Frameworks.
Online Modules	<ul style="list-style-type: none"> • New eLearning modules divided into three sections: Fundamentals, Acquisition, and Expansion. • Fundamentals: <ul style="list-style-type: none"> ○ Message the Customer Deciding Journey - Distinguish the one-size-fits-all traditional buying journey from the situationally specific deciding journey. ○ Recognize Status Quo Bias - Discover the four causes of Status Quo Bias and how to address them when creating acquisition and expansion messaging. ○ Use the Hero Storytelling Model - Construct your story from the only perspective that matters—your customer's. ○ Master the Three C's of Content Creation - Compose messages that engage System 1 brain processing using three essential storytelling techniques. ○ Grab and Keep Customer Attention - Recognize the way the brain processes information and overcome the "Hammock Effect." ○ Build and Apply a Message Framework - Define decision-specific message frameworks and how to apply them to various marketing assets. ○ Put Your Capabilities Into Context - Lead customers and prospects TO your capabilities—not WITH your capabilities. • Acquisition <ul style="list-style-type: none"> ○ Disrupt Status Quo Bias - Disrupt the four causes of Status Quo Bias in your messaging.

	<ul style="list-style-type: none"> ○ Surface Unconsidered Needs - Make your messages unique and memorable by leveraging unconsidered needs. ○ Develop Your Why Change Message - Create a compelling Why Change message that contrasts an unsafe status quo with a new safe path. ○ Message Why You for Acquisition - Craft a Why You message that highlights your differentiation. • Expansion <ul style="list-style-type: none"> ○ Manage Status Quo Bias - Manage the four causes of status quo bias in your expansion messaging. ○ Develop Your Why Stay Message - Create a Why Stay message that reinforces that status quo and convinces existing customers to renew their relationship with you. ○ Develop Your Why Evolve Message - Create a Why Evolve message that convinces existing customers to upgrade to new offerings and buy additional solutions. ○ Adapt Why You for Expansion - Adapt your Why You message so that it reinforces Selection Difficulty.
Skills Reinforcement Virtual Coach Emails	<ul style="list-style-type: none"> • Series of reinforcement emails that connect to content wireframes and other resources to reinforce application of the skills and concepts.

CREATE VALUE SKILLS	
Product	Update
Create Value Skills Virtual Classic	<ul style="list-style-type: none"> The 2-day in-person workshop has been adapted for blended virtual delivery that includes live virtual classroom facilitation, eLearning modules, and coaching. New materials include: Agenda, Leader Slides, Leader Notes, and Participant Workbook (that aligns with eLearning module order).
1-Day Why Change and Why You Virtual Classic	<ul style="list-style-type: none"> The 1-day in-person workshop has been adapted for blended virtual delivery that includes live virtual classroom facilitation, eLearning modules, and coaching. New materials include: Agenda, Leader Slides, Leader Notes, and Participant Workbook
Online Modules	<ul style="list-style-type: none"> All English modules have been updated to be applicable for remote selling. This also includes an update to the module player which is more mobile and browser friendly. It also includes a module transcript to provide better accessibility. The Create Value online modules have been broken into smaller pieces and now directly match the decision modules. Localized modules have been updated to be Flash-free.

ELEVATE AND CAPTURE VALUE SKILLS	
Product	Update
2-day Conversation Virtual Classic	<ul style="list-style-type: none"> The 2-day in-person workshop has been adapted for blended virtual delivery that includes live virtual classroom facilitation, eLearning modules, and coaching. New materials include: Agenda, Leader Slides, Leader Notes, and Participant Workbook (that aligns with eLearning module order).
1-Day Decision Virtual Classic	<ul style="list-style-type: none"> The 1-day in-person workshop has been adapted for blended virtual delivery that includes live virtual classroom facilitation, eLearning modules, and coaching. New materials include: Agenda, Leader Slides, Leader Notes, and Participant Workbook
Online Modules	<ul style="list-style-type: none"> Localized modules have been updated to be Flash-free.

EXPAND VALUE SKILLS	
Product	Update
2-Day Expand Value Skills In-person Workshops	<ul style="list-style-type: none"> Expand Value Skills was updated to include two new concepts: Partnership Planning and Business Reviews. Sales teams will discover how to use the right message in the right customer discussions to advance the relationship and demonstrate value. New materials include: Agenda, Leader Slides, Leader Guide and Participant Workbook.
Expand Value Skills Virtual Classic Delivery	<ul style="list-style-type: none"> The 2-day in-person workshop has been adapted for blended virtual delivery that includes live virtual classroom facilitation, eLearning modules, and coaching. New materials include: Agenda, Leader Slides, Leader Notes, and Participant Workbook (that aligns with eLearning module order).
1-Day Why Stay In-person Workshops	<ul style="list-style-type: none"> Why Stay was updated to include the concept of Business Reviews. New materials include: Agenda, Leader Slides, Leader Guide and Participant Workbook.
Why Stay Virtual Classic Delivery	<ul style="list-style-type: none"> The 1-day in-person workshop has been adapted for blended virtual delivery that includes live virtual classroom facilitation, eLearning modules, and coaching. New materials include: Agenda, Leader Slides, Leader Notes, and Participant Workbook
1-Day Why Evolve In-person Workshops	<ul style="list-style-type: none"> Why Evolve was updated to include the concept of Partnership Planning. New materials include: Agenda, Leader Slides, Leader Guide and Participant Workbook.
Why Evolve Virtual Classic Delivery	<ul style="list-style-type: none"> The 1-day in-person workshop has been adapted for blended virtual delivery that includes live virtual classroom facilitation, eLearning modules, and coaching. New materials include: Agenda, Leader Slides, Leader Notes, and Participant Workbook.
Online Modules	<ul style="list-style-type: none"> Six new Expand Value specific modules have been added to the suite of eLearning modules. <ul style="list-style-type: none"> Conduct a Partnership Planning Meeting - Lead a compelling meeting with senior customer leaders to define the goals of the partnership.

	<ul style="list-style-type: none"> ○ Define Your Customer's Success Metrics - Establish the metrics and outcomes that matter most to your customer when determining partnership success. ○ Create Critical Commercial Moments - Use the right message in the right customer discussions to advance the relationship and demonstrate value. ○ Manage Business Reviews - Lead compelling business reviews that maintain the ongoing attendance and attention of senior customer leaders. ○ Sustain Engagement When Documenting Results (replaces Use Stories to Spike Interest) Use compelling storytelling techniques to ensure your customers remember the results they have achieved through your partnership. • The following modules are duplicates from other conversations <u>that have been removed</u> from Expand Value: <ul style="list-style-type: none"> ○ Deliver Powerful Stories ○ Identify Relevant Performance Metrics ○ Set High Targets to Drive More Value ○ Sustain Customer Engagement (Grab Customer Attention) • All English modules have been updated to be applicable for remote selling. This also includes an update to the module player which is more mobile and browser friendly. It also includes a module transcript to provide better accessibility.
Skills Reinforcement Virtual Coach Guides	<ul style="list-style-type: none"> • Added 6 Virtual Coach Guides to support the new online modules: <ul style="list-style-type: none"> ○ Plan for Partnership Now ○ Validate Business Outcomes and Metrics ○ Avoid the Messaging Void ○ Build Your Incumbent Advantage ○ Demonstrate Your Value Through Business Reviews ○ Link Your Project to Corporate Outcomes
Expand Value Coaching For Sales Leaders	<ul style="list-style-type: none"> • Coaching materials have been updated to align with the new Expand Value concepts and content. Updated materials include: Coaching Playbook, Coaching Kits, Coaching Questions, Coaching Checklist, Implementation Plan, and Email Campaign.

SITUATIONAL SALES NEGOTIATION	
Product	Update
Situational Sales Negotiation Virtual Classic Delivery	<ul style="list-style-type: none"> The 2-day in-person workshop has been adapted for blended virtual delivery that include live virtual classroom facilitation, eLearning modules, case study activities, and coaching. New materials include: Agenda, Leader Slides, Leader Notes, and Participant Workbook (that aligns with eLearning module order).
Online Modules	<ul style="list-style-type: none"> Online modules are now available in German, Spanish (Latin American), French, Portuguese (Brazilian), Simplified Chinese and Japanese.
Skill Practice Exercises	<ul style="list-style-type: none"> Updated Self-Interest and Relationship Behavior Exercises are now available in German, Spanish (Latin American), French, Portuguese (Brazilian), Simplified Chinese and Japanese.
Skills Reinforcement Virtual Coach Guides	<ul style="list-style-type: none"> Virtual Coach guides are now available in German, Spanish (Latin American), French, Portuguese (Brazilian), Simplified Chinese and Japanese.