



customer conversation release notes

January 2021

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 July 2020 release notes. Major announcements are highlighted below, product specific details are outlined on the following pages.

Technology enhancements to your subscriber experience

- **Subscriber Portal: Accessing your content has never been easier**

General content is now accessible without logging in. Log-in is still required to access protected content like self-host files and custom content. You'll also notice the portal has been re-branded and re-organized for the most intuitive user experience.

- Product pages have expanded to include in-depth logistics toolkits for Coordinators of Classroom Workshop, Virtual Classic and Inline programs. These Coordinator's Guides contain step-by-step timelines, delivery details, and participant email templates to ensure you have all of the tools for a successful event—any way it's delivered. <https://learning.corporatevisions.com/portal/>

- **Migration to Allego: Access all of your courses in a single platform**

For subscribers who access courses through the Corporate Vision's Learning Management System, we have consolidated courses previously hosted on Absorb and MindTickle into a single platform, Allego. This means that you will have a single system to access for reporting and your learners will have a single system to access for all of their Corporate Visions' hosted learning. Your Customer Engagement Manager and Solutions Consultant will work with you across Q1 2020 to be sure your transition is as seamless as possible.

Localization to expand skills implementation globally

- **Mastering Remote Selling: prepare virtual sellers around the globe in language**
Mastering Remote Selling is now available in French, German, Latin American Spanish, Brazilian Portuguese, and Simplified Chinese. Japanese will be available by the end of February.
- **Expand Value Skills: Develop customer expansion skills globally**
Expand Value Skills is now available in French, German, Latin American Spanish, Brazilian Portuguese, Simplified Chinese, and Japanese.

Memorable Marketing Suite provides critical skills to your marketers

- **Memorable Content: Create marketing content that leaves a lasting impression**
Memorable Content is a new course that can be consumed Inline or in a Workshop (In-person or Virtual Classic). Your marketing teams will discover how to use science-backed techniques to create content that focuses on the concepts you want prospects and customers to remember.
- **Memorable Storytelling: Build and tell stories that impact memory, decision, and action**
Memorable Storytelling is a new course that can be consumed Inline or in a Workshop (In-person or Virtual Classic). Your marketing teams will apply the critical elements of memorable storytelling to creating content.

A Marketing subscription is required to have access to the Memorable Marketing Suite Materials within the portal.

CVI delivery options	description
Inline Training	Digital Modules + Fluency Challenge with Coaching + Skills Reinforcement
Virtual Classic Workshop	Virtual Workshop (1 or 2 days) + Digital Modules integrated into workshop delivery + Skills Reinforcement
In-person Workshop	Digital Pre-work + In-person Workshop (1 or 2 days) + Skills Reinforcement

MASTERING REMOTE SELLING	
product	update
Mastering Remote Selling Virtual Classic Delivery	<ul style="list-style-type: none"> • Updated leader materials. Leader slides have been updated to best match remote selling principles and are organized in the same flow as other Virtual Classic programs. The Leader Guide has been updated to match the new leader materials.
Mastering Remote Selling Inline	<ul style="list-style-type: none"> • Updated self-host introduction module to make it clear that Download Your Workbook is the next activity versus part of the introduction module.
Mastering Remote Selling Localization	<ul style="list-style-type: none"> • New all online modules, workbooks, and inline assets are now available in 5 languages (French, German, LA Spanish, BR Portuguese, and Simplified Chinese. Japanese will be available by the end of February.)

CREATE VALUE SKILLS	
product	update
Create Value Skills Virtual Classic	<ul style="list-style-type: none"> • Updated leader and participant materials. New visuals to engage participants in virtual learning.
Why Change and Why You Inline	<ul style="list-style-type: none"> • Updated course flow, new Introduction, Planner Assignment, and Prepare to Record modules. New Interactive Planner for each decision provides OK, Good and Great examples to guide participants in creating great conversations.
Create Value Coaching for Sales Leaders	<ul style="list-style-type: none"> • Redesigned coaching workshop that focuses manager coaching on 3 key concepts from the skills workshop. New materials include leader slides, leader guide, coaching workbook, job aid, and coaching kits.

ELEVATE VALUE SKILLS	
product	update
Elevate Value Skills Virtual Classic	<ul style="list-style-type: none"> • Updated leader and participant materials. New visuals to engage participants in virtual learning.
Why Invest and Why Now Inline	<ul style="list-style-type: none"> • Updated course flow, new Introduction, Planner Assignment, and Prepare to Record modules. New Interactive Planner for each decision provides OK, Good and Great examples to guide participants in creating great conversations.

CAPTURE VALUE SKILLS	
product	update
Capture Value Skills Virtual Classic	<ul style="list-style-type: none"> • Updated leader and participant materials. New visuals to engage participants in virtual learning.
Why Pay and Why Sign Inline	<ul style="list-style-type: none"> • Updated course flow, new Introduction, Planner Assignment, and Prepare to Record modules. New Interactive Planner for each decision provides OK, Good and Great examples to guide participants in creating great conversations.

EXPAND VALUE SKILLS	
product	update
Expand Value Skills Virtual Classic	<ul style="list-style-type: none"> • Updated leader and participant materials. New visuals to engage participants in virtual learning.
Why Evolve and Why Stay Inline	<ul style="list-style-type: none"> • Updated course flow, new Introduction, Planner Assignment, and Prepare to Record modules. New Interactive Planner for each decision provides OK, Good and Great examples to guide participants in creating great conversations.
Expand Value Coaching For Sales Leaders	<ul style="list-style-type: none"> • Redesigned coaching workshop that focuses manager coaching on 3 key concepts from the skills workshop. New materials include leader slides, leader guide, coaching workbook, job aid, and coaching kits.
Localization	<ul style="list-style-type: none"> • New all online modules, workbooks, planners, and pre-work localized into 6 languages (French, German, LA Spanish, BR Portuguese, Simplified Chinese, and Japanese)

MEMORABLE MESSAGES	
product	update
Memorable Messages Virtual Classic Delivery	<ul style="list-style-type: none"> • Updated agenda, leader and participant materials. The participant and leader materials have been updated to follow the new course flow. The leader slides have been updated to be more visually appealing and are organized in the same flow as other Virtual Classic programs. The frameworks have been enhanced to provide more direction in creating a message.
Online Modules	<ul style="list-style-type: none"> • New inline introduction module, Why Memorable Messages Matter. This new introduction sets the groundwork for why creating Memorable Messages is important for success.
Inline	<ul style="list-style-type: none"> • Updated course flow has been reorganized to be more effective for learners. It includes a new introduction module, the learning has been broken into daily lessons, the challenge has been simplified, and the frameworks and materials have been enhanced.

MEMORABLE CONTENT	
Product	Update
Memorable Content Virtual Classic Delivery	<ul style="list-style-type: none"> • New Virtual Classic course where your marketing teams will discover how to use science-backed techniques to create content that focuses on the concepts you want prospects to remember.
Online Modules	<ul style="list-style-type: none"> • New online modules. <ul style="list-style-type: none"> ○ Why Memory Matters – Identify why it's important for customers to remember your message. ○ Control Your 10% - Create a message that is action-based, contains a reward, and is marked by cognitive ease. ○ Attention - Mental Models - Ensure there is only one main framework used to express customers' messages because consistency helps memory and credibility. ○ Attention - Focus Their Attention – Apply tactics to command your audience's attention and control their focus. ○ Memory - Retro-cue - Re-activate an older stimulus (10% message), which makes viewers' response to it faster and more accurate.

	<ul style="list-style-type: none"> ○ Memory – Emotion - Add emotion to business content by showing how products & services serve humans. ○ Decision – Rewards - Tie the 10% message and supporting points to five types of rewards. ○ Decision – Priming - Prepare the brain for extra attention and engagement before critical moments.
Inline	<ul style="list-style-type: none"> • New Inline course where your marketing teams will discover how to use science-backed techniques to create content that focuses on the concepts you want prospects and customers to remember. Course includes the online modules, a peer check-in, and a challenge to create memorable content and receive coaching.
Mini-Booster Reinforcement Modules	<ul style="list-style-type: none"> • New library of Mini-Booster reinforcement modules to support the application of Memorable Content.

MEMORABLE STORYTELLING	
Product	Update
Memorable Storytelling Virtual Classic Delivery	<ul style="list-style-type: none"> • New Virtual Classic course where your marketing teams apply the critical elements of memorable storytelling to creating content.
Online Modules	<ul style="list-style-type: none"> • New online modules. <ul style="list-style-type: none"> ○ Unlock the power of stories - Learn why you need to tell stories in your marketing content that appeal to memory and discover the three critical elements required for memorable storytelling. ○ Perceptive: Sensory impressions and context - Understand what the science says about the sensory impressions and context in stories. Learn to appeal to the senses and incorporate context in your own stories. ○ Perceptive: Action across time - Learn why action across time is important to include in stories, appreciate that is it often missing in business stories and understand how to include it in your own stories. ○ Cognitive: Facts & commands - Discover the science behind facts and commands and learn how to present facts and commands in a way that's meaning and memorable for your audience. ○ Cognitive: Meaning - Learn how and why to control the meaning your audience takes away from your story.

	<ul style="list-style-type: none"> ○ Affective: Emotions - Understand the science behind emotion and memory and know how to effectively use emotion to make your stories more memorable. ○ Affective: Values & motivations - Uncover how to tap into audience values and motivations to optimize your stories memorability.
Inline	<ul style="list-style-type: none"> • New Inline course where your marketing teams apply the critical elements of memorable storytelling to creating content. Course includes the online modules, a peer check-in, and a challenge to create a memorable story and receive coaching.
Mini-Booster Reinforcement Modules	<ul style="list-style-type: none"> • A library of Mini-Booster reinforcement modules to support the application Memorable Storytelling.