



customer conversation release notes July 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 January 2021 release notes. Major announcements are highlighted below, while product specific details are outlined on the following pages.

Elevate Value digital redesign

Redesign delivers a totally new learner experience that includes executive insights and engagement.

While the Elevate Value concepts and intellectual property remain consistent, the digital modules have been completely reimagined. This is the first phase of CVI's redesign of all digital content. Digital modules now include a variety of modalities to improve the learning experience and retention. This includes videos, animations, engaging visuals, and learner interactions. Videos of executives sharing stories and key learnings bring the Elevate Value executive experience to life.

Addition of practice modules and video simulations improves retention and application.

The inline experience has been upgraded with new practice modules at the end of each section of the course. These modules have learners practice their new skills within simulated situations that prepare them for applying the skills to their own accounts. Also new is an Executive Simulation for each decision that presents video branching scenarios where learners practice having executive conversations with different executives.

Redesigned inline workbook connects the learning experience to actual skill and account application.

The inline experience also integrates the interactive workbook into the daily learning experience. Each day ends with sending the learner into their workbook to complete activities that apply the new concepts and skills to their account.

Expand Value Skills for Customer Success

Customer success professionals now have a skills offering tailored to their needs.

The Expand Value digital modules, workbook, and workshop delivery have been rewritten to reflect the unique role Customer Success plays in working with existing customers. This new offering is available in Virtual Classic and Inline.

Create Value Skills for SMB Sellers

SMB sellers now have an experience tailored to convincing small and mid-sized businesses to change and to change with them.

The Create Value digital modules, workbook, and workshop delivery have been modified to reflect the unique skills required in a high-volume, high-transaction sales role working solely with small and mid-sized customers in situations where deals are closed in one to three calls. This new offering is available in Virtual Classic and Inline delivery options.

Coaching for Sales Leaders

Drive skills adoption through effective coaching and reinforcement.

You now have access to the complete redesign of all skills coaching workshops which began in 2020 with the release of new versions for Create and Expand Value. New coaching workshops are now available for Capture Value, Elevate Value, Situational Sales Negotiation, and Mastering Remote Selling. The new workshops focus manager coaching on 3 key concepts from the underlying skills workshop, along with a repeatable, consistent model for every coaching interaction. New materials include leader slides, leader guide, coaching workbook, job aid, and coaching kits.

Localization

Deliver virtual workshops around the globe in language.

Virtual Classic leader slides are now available in French, German, Latin American Spanish, Brazilian Portuguese, Japanese, and Simplified Chinese. This applies to the following programs: Create Value, Capture Value, Elevate Value, Expand Value, Situational Sales Negotiations, and Mastering Remote Selling.

Memorable Marketing Suite adds a new offer

Memorable Visuals: Create engaging visuals that influence memory.

Memorable Visuals is a new course that can be consumed Inline or in an Instructor-led Workshop (In-person or Virtual Classic). Your marketing teams will discover how to use science-backed techniques to create beautiful, engaging visuals that appeal to your audience in a way that influences their memory, and ultimately their decisions

Expert Insights

New Allego channel provides digital content beyond assigned courses.

Learners who access their programs through Corporate Visions Allego learning management system now have a new Expert Insights channel on their homepage. This channel offers a variety of short-form digital content presented by CVI delivery consultants and experts with a focus on how to successfully apply the skills learned. Your learners can share this content in their groups and suggest topics they'd like to see featured. Stay tuned as this channel will continue to grow each month. While not yet available, there are plans to provide this content to subscribers who self-host.

Technology enhancements to your subscriber experience

Seeing new content and what has been updated has never been easier.

As of April 15, 2021 an ongoing log of file updates to the customer portal is being kept for you to ensure you have the latest files. The log includes update recommendations, whether the content is new, the update recommended or optional. Also included are the date the file was updated (month/date/year), and a description of the updates included. If there is no date following the file name it was loaded prior to the April 15 and is the most current file available. You can view the [update log](#) in the CVI customer portal. You can directly access the [update log google.doc](#).

CVI delivery options	description
Inline Training	<ul style="list-style-type: none"> Digital Modules Fluency Challenge with Coaching Skills Reinforcement
Virtual Classic Workshop	<ul style="list-style-type: none"> Virtual Workshop (1 or 2 days) Digital Modules integrated into workshop delivery Skills Reinforcement
In-person Workshop	<ul style="list-style-type: none"> Digital Pre-work In-person Workshop (1 or 2 days) Skills Reinforcement

Elevate Value Skills	
product	update
Elevate Value Skills Inline	<ul style="list-style-type: none"> Redesigned – the original content modules, simulations, workbook and other inline assets have been redesigned New – 6 practice modules have been added to the Inline course along with Insight Driven Conversations, a new module highlighting the data-insight-question concept. Reference your decision Inline handbooks to guide you in building updated Inline courses. Update your English courses to take advantage of this superior new design. English - The new digital modules and assets are only available in English. Use the original localized modules and assets to support your localized courses.
Elevate Value Skills Virtual Classic	<ul style="list-style-type: none"> Redesigned – content modules. Reference your EVS self-host handbook to guide you in building updated Virtual Classic courses. Updated - Virtual Classic workbook and leader slides had some minor edits made. Note Virtual Classic is not using the new Inline workbook at this time.
Elevate Value Skills In-person	<ul style="list-style-type: none"> Rebranded – the leader slides and leader guide have been updated to reflect the improved visuals current CVI branding. No content updates have been made.
Elevate Value Skills 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.

Create Value Skills	
product	update
Create Value Skills for SMB Sellers Inline	<ul style="list-style-type: none"> • New – digital modules, worksheets, workbook, challenge, and rubric • Reference your CRVS self-host handbook to guide you in building new Inline courses.
Create Value Skills for SMB Sellers Virtual Classic	<ul style="list-style-type: none"> • New – digital modules, worksheets, and workbook • Reference your CRVS self-host handbook to guide you in building new Virtual Classic courses. • New – leader slides and leader guide
Create Value Skills Virtual Classic	<ul style="list-style-type: none"> • Updated - Virtual Classic workbook and leader slides had some minor edits made.
Create Value Skills In-person	<ul style="list-style-type: none"> • Rebranded – the leader slides and leader guide have been updated to reflect the improved visuals current CVI branding. No content updates have been made.

Expand Value Skills	
product	update
Expand Value Skills for Customer Success Virtual Classic	<ul style="list-style-type: none"> • New – digital modules and workbook • Reference your EXVS self-host handbook to guide you in building new Inline courses. • New – leader slides and leader guide
Expand Value Skills Virtual Classic	<ul style="list-style-type: none"> • Updated - Virtual Classic workbook and leader slides had some minor edits made.
Expand Value Skills In-person	<ul style="list-style-type: none"> • Rebranded – the leader slides and leader guide have been updated to reflect the improved visuals current CVI branding. No content updates have been made.

Capture Value Skills	
product	update
Capture Value Skills Virtual Classic	<ul style="list-style-type: none"> • Updated - Virtual Classic workbook and leader slides had some minor edits made.
Capture Value Skills In-person	<ul style="list-style-type: none"> • Rebranded – the leader slides and leader guide have been updated to reflect the improved visuals current CVI branding. No content updates have been made.
Capture Value Skills 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.

Situational Sales Negotiation	
product	update
Situational Sales Negotiation Virtual Classic	<ul style="list-style-type: none"> • Updated - Virtual Classic workbook and leader slides had some minor edits made.
Situational Sales Negotiation 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.

Mastering Remote Selling	
product	update
Mastering Remote Selling Virtual Classic	<ul style="list-style-type: none"> • Updated - Virtual Classic workbook, leader slides, and leader guide.
Mastering Remote Selling Coaching for Sales Leaders	<ul style="list-style-type: none"> • New coaching workshop that focuses manager coaching on 3 key concepts from the MRS workshop. New materials include leader slides, leader guide, coaching workbook, job aid, and coaching kits.
Mastering Remote Selling Localized	<ul style="list-style-type: none"> • New – digital modules, workbook, and course assets are available in Japanese.

Memorable Visuals	
product	update
Memorable Visuals Inline	<ul style="list-style-type: none"> New Inline course where your marketing teams apply the critical elements of memorable visuals to creating engaging visuals. Course includes the online modules, a peer check-in, and a challenge to create a memorable visual and receive coaching.
Memorable Visuals Virtual Classic	<ul style="list-style-type: none"> New Virtual Classic interactive workbook to be used for application and reinforcement post workshop.

Memorable Content	
Product	Update
Memorable Content Virtual Classic Delivery	<ul style="list-style-type: none"> New Virtual Classic interactive workbook to be used for application and reinforcement post workshop.

Memorable Storytelling	
Product	Update
Memorable Storytelling Virtual Classic Delivery	<ul style="list-style-type: none"> New Virtual Classic interactive workbook to be used for application and reinforcement post workshop.

Memorable Messages	
Product	Update
Memorable Messages Inline	<ul style="list-style-type: none"> Updated challenge and rubric.
Memorable Messages Virtual Classic Delivery	<ul style="list-style-type: none"> Updated minor updates to the Virtual Classic interactive workbook.
Memorable Messages Reinforcement	<ul style="list-style-type: none"> Updated reinforcement assets and emails.