



Customer conversation release notes

July 2023

Your Corporate Visions subscription includes automatic access to current research, and product updates. In addition, there are some new products you should know about.

Major announcements are highlighted below, with product-specific details on the following pages.

Here's what's included:

- **Master Digital Selling** skills training program
- **Initiate Value** skills training program
- **AI focus**
- **TruVoice** automated customer feedback and sales coaching
- **vPlaybook** sales enablement platform

new skills training program:

Master Digital Selling

According to McKinsey & Co., more than 90% of enterprises plan to continue their shift toward digital and hybrid sales. And hybrid selling is expected to be the most dominant sales strategy by 2024, due to shifts in customer preferences and remote-first engagement. That changes how sellers need to interact with prospects and customers—traditional selling approaches won't cut it in a digital-first buying and selling environment.

Master Digital Selling is a new program created to address these gaps by helping your sellers make themselves and their messages more memorable in their digital interactions—with science-backed guidance, approaches and frameworks.

The program consists of two parts:

Digital Presence

Buyers are overwhelmed with irrelevant and spammy digital sales messages, so it's harder to ever to reach them. **Digital Presence** teaches you how to cut through the digital noise by:

- playing the long game, leveraging social media to build connections and demonstrate value to prospects and customers;
- personalizing sales messages to stand out in buyers' inboxes;
- using the sales tech stack to make your work more efficient and effective.

Digital Conversations

Mastering the art of the virtual sales conversation is a critical skill for every digital seller. And it brings unique challenges, when you consider that every seller is just a small box in the corner of the buyer's computer screen; and that buyer is surrounded by sources of digital distraction. **Digital Conversations** teaches you how to:

- develop and deploy a sharp, concise message core message that buyers will remember;
- design more memorable presentations, with specific actionable guidance on structure, content and design;
- deliver with impact, capturing and holding your audience's attention, and motivating them to act—in your favor.

Important note:

Digital Conversations replaces Mastering Remote Selling. It covers the same concepts and skills (refreshed and updated), plus additional concepts based on more recent Corporate Visions research.

Find out more about Master Digital Selling in [this video](#).

course formats

Master Digital Selling is available as a self-paced Inline digital program or a live instructor-led workshop. All formats have the same learning outcomes, cover the same concepts and follow the same sequence.

Inline (digital)

- Available as a full 2-week **Master Digital Selling** program, or **Digital Presence** and **Digital Conversations** available as two separate 1-week programs
- **Digital Presence** and **Digital Conversations** both have 9 “Learn” modules and 3 “Practice” modules (24 digital modules in total for the whole of Master Digital Selling)
 - Learn modules provide input on concepts and frameworks
 - Practice modules use scenarios for practice and integration, preparing sellers to apply the skills in their work
- **Interactive workbook** includes activities at the end of each day of learning to apply new concepts and skills in the real world.
- **Fluency Challenge** at the end of the course provides the opportunity to demonstrate new skills and get expert personalized feedback and coaching.
 - **Digital Presence:** improve your LinkedIn profile and get it reviewed; create a personalized outreach email to a real prospect and get it reviewed and graded.
 - **Digital Conversations:** create and deliver a virtual presentation, and get it reviewed and graded.
- **Mini-booster** e-learning modules sent to participants after course completion as reinforcement.
- **AI modules:** **Digital Presence** and **Digital Conversations** each have an additional module covering how to use AI tools such as ChatGPT to get more leverage from the concepts and frameworks learned.

Active learning approach: all digital modules are designed to get sellers actively involved, not just passively consuming information. They utilize a rich variety of media and modalities to improve learning experience and retention, including videos from digital selling leaders, engaging visuals, and learner interactions.

instructor-led (virtual + in-person)

- In-person **or** virtual workshop
- **Digital Presence** and **Digital Conversations** are both 1-day workshops, and can be combined for a complete **Master Digital Selling** 2-day workshop
- 100% live-taught by a Corporate Visions consultant
- All digital modules available as post-workshop refresh, and to dig deeper into each concept

new skills training program: Initiate Value

According to Gartner, 72% of organizations cite pipeline generation as a critical priority. That's not surprising given the challenging environment in which sellers are currently operating. On average, it takes 66 activities to book one qualified meeting with a prospect. Add to that the fact that buyer preferences are changing. 72% of buyers now prefer a rep-free experience. This means buyers are actively trying to have fewer conversations with sales, making it even more challenging for sellers to engage with them.

With buyer reachability at an all-time low, prospecting teams need to be strategic and use the right processes, tactics and technology to engage with potential customers.

Initiate Value is a new program created to address these challenges by using science-backed guidance, approaches and frameworks. Initiate Value helps your sellers ignite their prospects' interest in the potential of your solution to generate a pipeline of quality, qualified leads.

Your sellers will learn how to:

- **Hit the ground running** in a competitive sales environment where buyer preferences are changing and reachability is at an all-time low.
- **Create and seize leads** by conducting focused research, personalizing their messages, and optimizing their response times.
- **Make an immediate impact** in the initial call to captivate their prospects.
- **Propel the deal forward** by creating compelling dialogues that result in follow-up meetings with fully-qualified prospects.

Find out more about Initiate Value in [this video](#).

course formats

Initiate Value is available as a self-paced Inline digital program or a live instructor-led workshop.

Inline (digital)

- Available as a 1-week, self-paced learning program that includes 13 "Learn" modules and 4 "Practice" modules.
 - Learn modules provide input on concepts and frameworks
 - Practice modules use scenarios for practice and integration, preparing sellers to apply the skills in their work
- **Interactive workbook** includes activities at the end of each day of learning to apply new concepts and skills in the real world.
- A **fluency challenge** at the end of the course provides the opportunity to demonstrate new skills and get expert personalized feedback and coaching. Your sellers will be required to carry

out research on a real prospect, and video themselves delivering key parts of their prospecting call.

- **Mini-booster** e-learning modules are sent to participants after course completion as reinforcement.
- **AI module: Initiate Value** has an additional module covering how to use AI tools such as ChatGPT to get more leverage from the concepts and frameworks learned.

Active learning approach: all digital modules are designed to get sellers actively involved, not just passively consuming information. They utilize a rich variety of media and modalities to improve learning experience and retention, including videos from sales leaders, engaging visuals, and learner interactions.

instructor-led (virtual + in-person)

- **Initiate Value** is a 1-day workshop, available as either an in-person **or** virtual workshop
- 100% live-taught by a Corporate Visions consultant
- All digital modules available as post-workshop refresh, and to dig deeper into each concept

In both the inline and instructor-led formats, participants will have access to an **AI-driven simulation** to apply the skills they've learnt in the course. You sellers practice conducting a real-time, interactive prospecting call with an authentic prospect, and receive detailed feedback on their strengths and growth areas.

AI focus

AI is the biggest technological breakthrough of the 21st century. In a recent study, half of CEOs say they have started using AI in their company's products and services, and 43% stated they're using AI to make strategic decisions. Used well, and with a critical eye, AI can transform how sellers and marketers conduct research, create messages and content, and develop their skills.

You'll see AI featuring in more and more skills training programs, in two ways:

1. Program-specific content providing actionable guidance on how to use AI tools to get more leverage from the concepts and frameworks taught.
2. AI-driven conversation simulations that provide extended opportunities to develop fluency in message delivery and conversations, with in-depth personalized feedback on both content and delivery.

Right now, you'll find modules in **Master Digital Selling** and **Initiate Value** that provide a wealth of practical approaches and techniques for using AI tools to get more leverage from the skills and approaches taught in those courses. And for **Initiate Value** there's a full **prospecting call simulation**, available soon on request.

But that's just the start, so watch this space!

TruVoice

Corporate Visions launches new TruVoice automated customer feedback and situational coaching system

Increasing your company's "win rates" is the holy grail of sales enablement. Did you know that 53% of lost deals were actually winnable, according to B2B buyers? If it weren't for a miscue or misstep in the sales experience they had with your sellers. These miscues are findable and fixable with targeted coaching. But they are blind spots until you get actual customer feedback from win/loss/no-decision analysis.

Check out this [new free e-book](#) on how to increase your win rates by as much as 60% with situational coaching based on buyer feedback.



Contact your Senior Client Partner and/or Account Executive to learn more about the [TruVoice system](#).

vPlaybook

Rich, interactive sales enablement content in an intuitive app designed specifically for sellers

Effective sales playbooks and training materials should *not* be large PDF files or PowerPoint decks filled with endless amounts of text. Playbooks should be designed to serve the modern salesperson: accessible from anywhere, interactive, showing the most current content, and including engaging video. That's exactly what our vPlaybook platform provides.

Accessible via our site or your CRM, SSO, custom portal, or SAML 2.0 capable platform, vPlaybook provides content, certification opportunities, learning journeys, analytics tracking, and conversation plan building.



The vPlaybook Learning Center's latest releases enhance seller's knowledge and skills with dynamic feedback, activities, and scoring methods. It serves as a dynamic space for learning and just-in-time training, allowing flexibility for manager or enablement team owned coaching plays. Insights dashboards provide at-a-glance analytics on adoption, content updates, templating, team-specific messaging, and on-the-go enablement.

If you're not using vPlaybook yet, you can find more information [here](#).

If you're already a vPlaybook user, you can find details on the latest updates and features [here](#).

Ongoing Change Log

It's never been easier to see what's new and updated.

You can view all [Product Updates](#) like this one in the Subscriber Portal and access a detailed [Product Change Log](#) to give you visibility into file-specific changes and recommendations.

Master Digital Selling	
product	update
Digital Presence Inline	<ul style="list-style-type: none">• New: digital course content designed to optimize learning and application to customers. 9 e-learning modules, 3 practice modules, and a fluency challenge.• New: interactive workbook and worksheets.• New: 3 mini-booster reinforcement modules.• New: AI for Digital Presence module.• Provision by using your Self-Host handbook.• English: Digital Presence Inline is only available in English.
Digital Conversations Inline	<ul style="list-style-type: none">• New: digital course content designed to optimize learning and application to customers. There are 9 e-learning modules, 3 practice modules, and a fluency challenge. (Replaces Mastering Remote Selling Inline)• New: interactive workbook and worksheets.• New: 3 mini-booster reinforcement modules.• New: AI for Digital Conversations module.• Provision by using your Self-Host handbook.• English: Digital Conversations Inline is only available in English.
Master Digital Selling Inline	<ul style="list-style-type: none">• New: digital course that combines all of the 18 learning and 6 practice modules from Digital Presence and Digital Conversation.• New: Master Digital Selling interactive workbook and worksheets.• New: 6 mini-booster reinforcement modules.• New: 2 AI-focused modules.• Provision by using your Self-Host handbook.• English: Master Digital Selling Inline is only available in English.

Digital Presence Instructor-led (virtual and in-person)	<ul style="list-style-type: none"> • New: agenda, leader slides, and leader guide + participant workbook that aligns the classroom with the digital learning experience. • Access: to the Learn, Practice and AI digital modules. • Provision by using your Self-Host handbook. • English: Digital Presence instructor-led is only available in English.
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Master Digital Selling Instructor-led (virtual and in-person)	<ul style="list-style-type: none"> • New: agenda, leader slides, and leader guide + participant workbook that aligns the classroom with the digital learning experience. • Access: to the Learn, Practice and AI digital modules. • Provision by using your Self-Host handbook. • English: Master Digital Selling instructor-led is only available in English.
Digital Presence Expert Insights	<ul style="list-style-type: none"> • New: library of short videos from CVI consultants and digital selling experts to reinforce Digital Presence skills and techniques. Available as a new Allego Channel and for self-host.
Digital Conversations Expert Insights	<ul style="list-style-type: none"> • New: library of short videos from CVI consultants and digital selling experts to reinforce Digital Conversations skills and techniques. Available as a new Allego Channel and for self-host.
Master Digital Selling Expert Insights	<ul style="list-style-type: none"> • New: combined library of Digital Presence and Digital Conversations videos from CVI consultants and digital selling experts to reinforce Master Digital Selling skills and techniques. Available as a new Allego Channel and for self-host.
Master Digital Selling Coaching for Sales Leaders	<ul style="list-style-type: none"> • New: coaching workshop materials and coaching kits for sales leaders to use to coach and reinforce the use of the new skills and concepts.

Initiate Value	
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