Subscription Release Notes

Q3 2024

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

Updates are listed below, with product-specific details on the following pages.

Skills training

- **Leadership Toolkit** for *Master Sales Leadership*
- **Digital courses** for *Master Sales Leadership* and *Why Return*
- **Fluency Coach AI simulations** for all value conversations
- **Coaching Kits** for *Why Engage*
- **Upcoming:** more mobile-friendly and accessible e-learning

TruVoice

- **Role-based dashboards**
- **Performance alerts**
- **Salesforce integration enhancements**
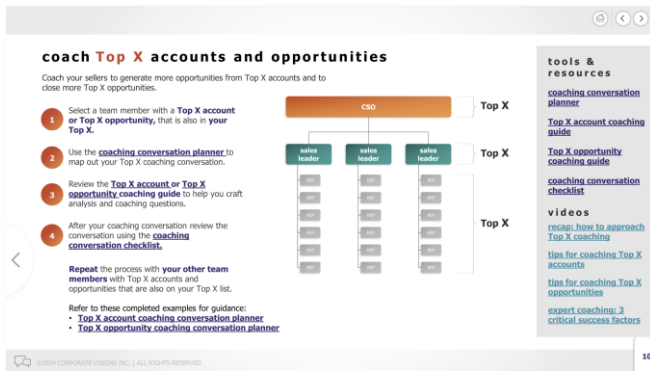
Skills Training

Leadership Toolkit for *Master Sales Leadership*

New component for Master Sales Leadership:
Designed to support post-training implementation, the Leadership Toolkit provides interactive guides on implementing each part of the sales leadership cadence. The guides feature videos of Corporate Visions consultants recapping key concepts and providing expert tips and advice on real-world implementation. Also included is a wealth of planners, worksheets and job aids.

The toolkit is available as a SCORM file, and also as a **Leadership Toolkit Quick Reference** – a downloadable PDF with short summaries of the key actions a sales leader should execute as part of their monthly cadence, with links to videos and resources.

> **Commented [A1]:** I don't think "a" belongs

Page from the Leadership Toolkit Quick Reference

New Digital Courses: *Master Sales Leadership* and *Why Return*

The **Master Sales Leadership** and **Why Return** skills training courses are now available as digital programs, supporting three use cases:

1. Inline training program
2. Self-paced online learning
3. Digital modules as reinforcement/resources for the instructor-led course.

Components

- **"Learn" modules** covering the full course syllabus, with the same learning outcomes as the instructor-led course. Interactive content and activities, including videos of Corporate Visions consultants teaching key concepts.
- **"Practice" modules** providing scenario-based practice activities to help participants embed learning.
- **Interactive workbook** with activities at the end of each day of learning to apply new concepts and skills in the real world.
- **Expert Insights videos** provide short explanations/recaps of the key concepts for reinforcement and reference.
- **Mini-Boosters** – reinforcement micro-learning modules (Why Return only)
- **Leadership Toolkit** – guides and tools to support real-world implantation (Master Sales Leadership only)

All e-learning materials are optimized for **mobile** use and **accessibility**.

Active learning approach: all digital modules are designed to get participants actively involved, not simply passively consuming information. They utilize a rich variety of media and modalities to improve learning experience and retention, including video, animation, engaging visuals, and learner interactions.

Course Structure

**Master Sales Leadership Digital** is designed as a **1-week + 1-month** inline program.
- 5 sections of learning, designed to be taken over one week. Each section consists of Learn modules, a Practice module, and workbook activities.
- Leadership Toolkit to support creation and implementation of a leadership cadence over a period of one month.

Why Return Digital is designed as a **4-day** inline program:
- 3 sections of learning, each consisting of Learn modules, a Practice module, and workbook activities.
- 4th section consisting of Fluency Coach AI simulation to practice a "We've Changed" conversation.

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Course screenshots
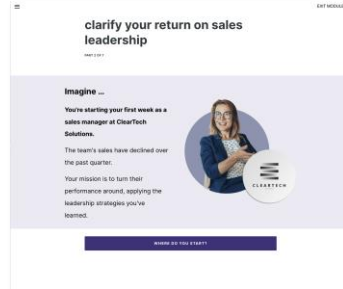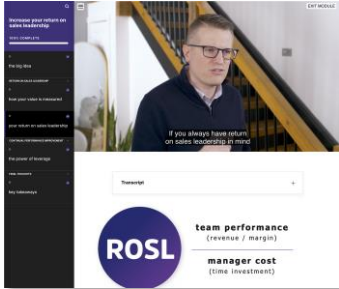
Screenshots from the Master Sales Leadership e-learning modules

Video: [Learn more about Master Sales Leadership](#)

Video: [Learn more about Why Return](#)
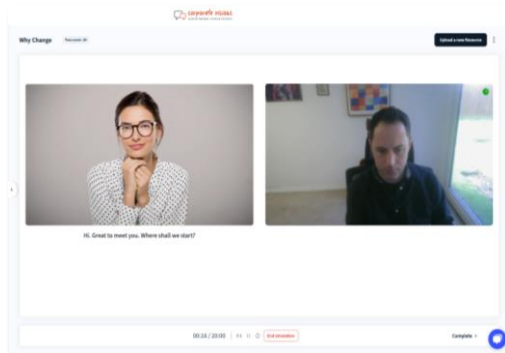
Fluency Coach AI Simulations

In both the inline and instructor-led formats for all sales skills conversation training programs, participants now have access to an end-of-course **AI simulation** to apply the skills they've learned in the course. Sellers upload a completed conversation Planner, and then practice conducting a live conversation with a prospect or customer, receiving detailed feedback on their strengths and growth areas. The sim can be taken multiple times, to develop fluency.

These sims replace the Fluency Challenges, where participants uploaded a video of themselves delivering a message for review by a consultant. The sims are superior, in that they provide:

- The ability to practice a conversation an unlimited number of times, with detailed actionable feedback and scores each time.
- A more realistic real-time dialogue experience.

Delivery

Fluency Coach AI sims are developed in partnership with Second Nature AI. The sims are deployed as SCORM files, which can be uploaded to your LMS as per any other SCORM file. They are also available via our Allego LMS. Participant completion data and scores are shared with the LMS as per any other SCORM file. Participants do not need to register on the Second Nature platform in order to access and use the sims.

Screenshot of Fluency Coach AI sim

Sims available now

- Initiate Value: Why Engage, Why Return
- Create Value: Why Change, Why You
- Elevate Value: Why Invest, Why Now
- Capture Value: Why Pay, Why Sign
- Expand Value: Why Stay, Why Evolve

Corporate Visions

Why Engage Coaching Kits

Coaching Kits are a resource that sales leaders use to reinforce CVI concepts and conduct skills practice and coaching sessions with their sales teams.

Four Coaching Kits are now available to support Why Engage:

1. Do your research: how to conduct SMART Research.
2. Personalize your message: how to personalize email messages.
3. Create a compelling dialogue: Data, Insight Question and how sellers should approach creating a compelling dialogue.
4. Why Engage prospecting call: the elements of a Why Engage Prospecting Call.

Each Coaching Kit includes:

- Review of key concepts to be used to refresh team knowledge
- Questions for group discussion on applying the skills
- Expert insights video to refresh skill
- Practice activity
- Assessment and coaching questions

Upcoming updates to e-learning modules

E-learning modules released up to early 2023 were authored in Articulate Storyline. This allowed for content that is rich in visuals and animation, but with limited usability on mobile devices, and not able to adhere to the latest accessibility standards (e.g. for users with visual impairments or users unable to use a mouse).

All modules released since early 2023 are authored in Articulate Rise, which yields a number of advantages:

- Far superior mobile experience
- WCAG AA accessibility compliance for almost all content
    - Closed captions for all video
    - Transcripts for all video and audio
    - Descriptive ALT tags for all images
    - Screen reader usability
    - Keyboard-only usability
    - Improved readability (color contrast, text size)
- Significantly faster loading times
- Easier navigation
- Overall smoother and faster user experience.

Courses already fully built in the new format:
- Master Sales Leadership

- Initiate Value (Why Engage, Why Return)

Courses mostly in the new format:
- Master Digital Selling (Digital Presence, Digital Conversations) – will be fully in the new format in Q3

Courses to be updated to the new format in the second half of 2024 (exact dates TBD):
- Create Value (Why Change, Why You)
- Elevate Value (Why Invest, Why Now)
- Expand Value (Why Stay, Why Evolve)

All other courses will be updated later in 2024 or early 2025.

TruVoice

Uncover the blind spots in your revenue growth strategy with automated buyer insights

Whether acquiring new business, renewing current customers, or growing current account revenue, it's critical to understand why you win and lose opportunities.

Over 70 percent of the time, your seller will give a different reason than your buyer for a win or a loss. With TruVoice, you can gather unbiased buyer feedback from your deals, visualize your complete win-loss story, and measure your team's performance in the key skills that influence buyer decisions.

TruVoice provides you with relevant insights that inform your marketing, sales, customer success, and product strategies so you can optimize your buyer's journey, deliver just-in-time coaching to fix performance gaps, and increase win rates.

Role-based dashboards

With TruVoice, you receive continuous insights about your product, positioning, sales execution, and other criteria that influence buying decisions. However, turning these insights into meaningful actions that drive revenue growth can only be done when the right insights are shared with the right stakeholders.

With the new role-based dashboards, you can automatically deliver relevant insights to every member of your organization including sales, customer success, marketing, and executive leadership. Upon log in, every user will see a tailored insight experience based on their assigned role, providing them with actionable and precise information applicable to them.

Performance alerts

With Performance alerts in TruVoice, you can quickly identify your team's performance gaps as soon as buyer feedback is received. You will have direct insight into which sellers need coaching and in which specific areas so you can take timely actions and address skill gaps effectively.

Salesforce integration enhancements

With enhancements to the TruVoice Salesforce Integration, you can push buyer feedback transcripts and insights seamlessly into Salesforce. This real-time sync allows you to leverage TruVoice data in your Salesforce reports and page layouts, so your entire organization can stay aligned to your buyers.

To learn more about [TruVoice](#) and how it can help you drive revenue growth, contact your Senior Client Partner or Account Executive.

Ongoing Change Log

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.

Product	Update
Master Sales Leadership	**New: Digital course** • Digital "Learn" and "Practice" modules • Inline Agenda • Detailed learning outcomes • Participant Workbook • Collection of planners, worksheets and job aids (as per instructor-led course) • Expert Insights videos **New: Leadership Toolkit** • Digital modules containing video and links to downloadable resources • Quick Reference PDF containing summaries and links to videos and resources
Why Return	**New: Digital course** • Digital "Learn" and "Practice" modules • Inline Agenda • Detailed learning outcomes • Participant Workbook and Planner • Mini-Booster micro-learning reinforcement modules • Expert Insights videos
Initiate Value Create Value Elevate Value Capture Value Expand Value	**New: Fluency Coach AI sim** for each decision (10 in total) Available as SCORM files in Subscriber Portal, or as courses provisioned in Allego.