

D E L I V E R

Power Messaging® Series

# Power Messaging®

TWO-DAY WORKSHOP

How to Say It

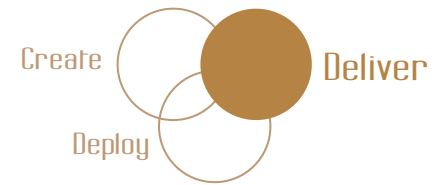
Deliver messages  
that change the  
buying criteria to  
favor your company.



™  
CORPORATE VISIONS INC.

# Power Messaging®

TWO-DAY WORKSHOP



## How to Say It

### Deliver messages that change the buying criteria to favor your company.

Imagine your sales force selling with such conviction that you no longer have to compete with your competition; your competition is forced to compete with you. The Power Messaging® workshop teaches your salespeople how to speak to your prospect's pains and desires and how to position your solution as the best and only choice. These proven techniques will help your sales team communicate concise messages from your buyer's point-of-view, making it easy for your prospects to make a decision in your favor.

### Who it's for:

This Two-Day, highly interactive, consultant-led workshop includes four hours of online education (Power Message Express® web course) and is ideal for any and all customer-facing teams – from sales representatives and marketers to managers, product engineers, and customer service representatives.

Ideal workshop size 20 participants.

### What you'll learn:

Rather than telling prospective customers all about your company, your services, and your products, the Power Messaging workshop teaches your salespeople how to deliver messages that are unique to you and important to your buyer.

Participants learn:

- Proven techniques to apply at every critical touch point in the sales cycle
- How to handle objections using our unique reframe techniques
- The neuroscience behind what influences buying decisions
- And most importantly, how to close more deals!

### Why it works:

The Power Messaging workshop will change the way your team approaches a sale. Our techniques are based on the science behind how the brain makes decisions. Research shows that if you make your solution meaningful to your prospect, the buying decision will favor your company.

### Find out more:

Contact us to learn more about how

Corporate Visions® can take your sales team to a winning level.

