



CORPORATE VISIONS
Conversations That Win™



22nd Annual
Conference, Las Vegas
February 19th

Ted W. Ergo
Defining your Value
Proposition



CORPORATE VISIONS
Conversations That Win™

GREAT PRODUCTS

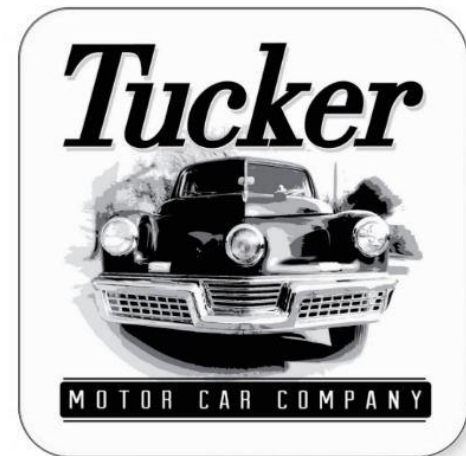
WordPerfect®



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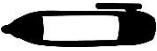


SONY®



CORPORATE VISIONS
Conversations That Win™

THE MESSAGING CHALLENGE



Marketing

Sales

90% Rule

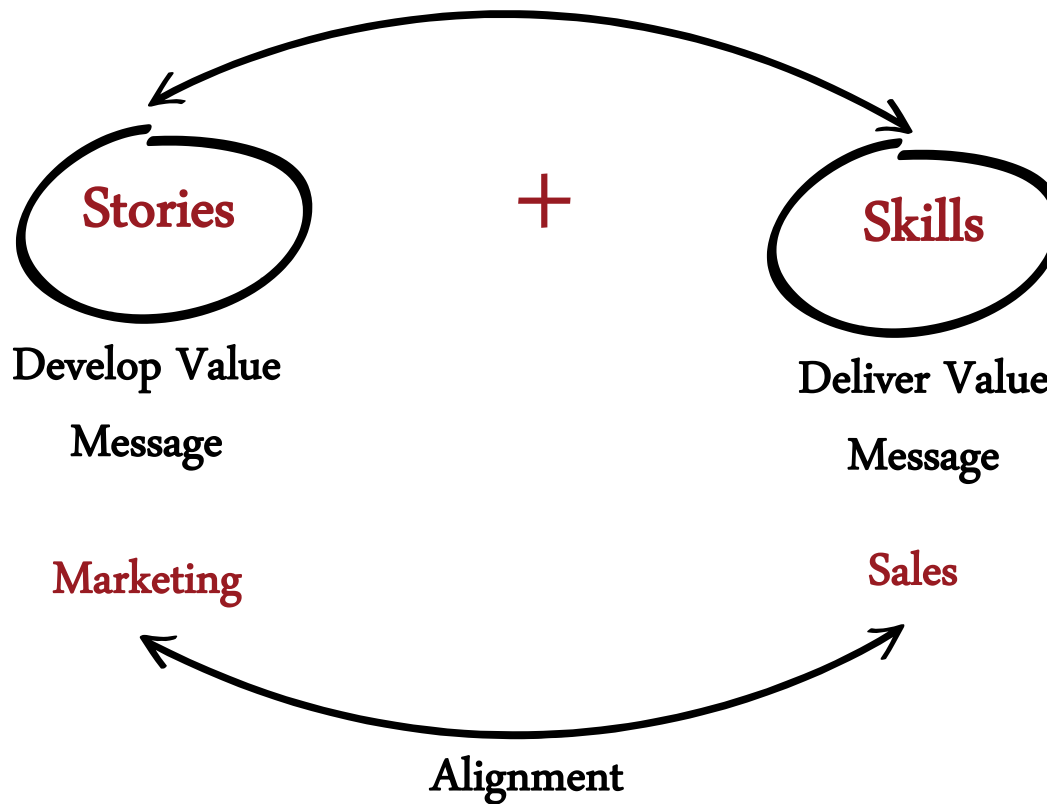
Buy



Great Messaging



Customer Conversations



CORPORATE VISIONS
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Thank you!

CORPORATE VISIONS

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