



Press Release

For Immediate Release

Seven Firms, Including MailExpress and MapQuest Opt for CustomerCentric Selling®

As summer heats up, so does deployment of leading sales performance improvement process

Boston, MA – August 23, 2007 – CustomerCentric Selling®, Inc., a worldwide leader in sales performance improvement training and coaching, announced a string of new client wins. New clients include MapQuest, TIBCO Software, Guidance Software, Fast Search and Transfer, Conair Group and Black Duck Software. In addition, MailExpress, a fast growing Atlanta based provider of expedited mail services, selected the CustomerCentric Selling approach for its inside and field sales team.

"The toolset provided by CustomerCentric Selling® went far beyond traditional sales training," said Bill Marrin, VP of Sales for MailExpress. (www.mailexpressinc.com). "Our reps are armed not only with a functional toolset that allows them to penetrate, develop and close accounts, but more importantly with the skills necessary to have the right conversations at the right time with the right people. We're very happy with this approach."

CustomerCentric Selling® is offered via company-specific custom workshops, or four-day public workshops around the world. You can learn more at www.customercentric.com.

About CustomerCentric Selling

CustomerCentric Selling® (CCS) is a proven methodology for predictably improving revenue growth and sales performance. Founded in 2002, CCS helps clients worldwide to implement repeatable, auditable and scalable sales processes that, when combined with Sales Ready Messaging®, guides marketing and sales to have meaningful conversations with customers and prospects. This results in winning high-value deals, retaining and growing client relationships and improving the predictability and accuracy of sales forecasts.

CCS has been deployed by worldwide by clients such as include Microsoft, Hewlett Packard, Business Objects, Rockwell Automation, EMC and Raytheon. More information can be obtained on the website at www.customercentric.com, or by calling 800.993.1228.

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