



Press Release **For Immediate Release**

CustomerCentric Selling® Appoints New President and CEO

Leading sales performance improvement company poised for aggressive growth in 2008

Boston, MA – January 9, 2008 – CustomerCentric Systems, LLC, owner of the CustomerCentric Selling® (CCS) methodology and a worldwide leader in sales performance improvement training and coaching, has hired industry veteran Tim Young as its President and CEO effective January 1, 2008.

“As CCS positions itself for growth and global expansion, the founding partners including Mike Bosworth, John Holland, Gary Walker and myself have been focused on finding the exact right person to lead CCS to the next level,” said Frank Visgatis, a founding partner of CCS. “We believe that Tim Young is clearly that person. His experience with complex selling environments along with his strong track record as a Fortune 500 division president and as a successful entrepreneur will be an invaluable asset to CCS, our affiliates and our clients.”

An experienced senior executive, Young’s career spans 25 years, including eight-years as president of Harte-Hanks Marketing Services. Later, he founded TECHMAR Communications, a B2B marketing services agency, and led its growth from start-up to over 450 employees in six countries. TECHMAR was recognized by Inc. Magazine as the 130th fastest growing privately held company in the U.S. in 2001, and was later acquired by French based Teleperformance Group in 2005.

“I am very excited about joining an incredible team of partners and affiliates at CCS”, said Young. “Selling environments are becoming increasingly complex and require a serious commitment to training, coaching and management to achieve high levels of sales performance. I believe that CCS is uniquely positioned to help companies worldwide meet this challenge through our public workshops, custom workshops and e-learning offerings. I look forward to leading CCS to strong financial performance through helping our clients and affiliates meet their growth objectives”.

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 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 Gary Walker at 800.993.1228, ext. 702.

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