



Press Release **For Immediate Release**

CustomerCentric Selling® Announces Webinar Focused on “Integrating Just-in-Time, Opportunity-Specific Messages into the Sales Process”

Sales guru Michael Bosworth to partner with Kadient VP of Marketing

Boston, MA – January 24, 2008 – CustomerCentric Selling®, a worldwide leader in sales performance improvement training and coaching, has partnered with Kadient to offer a free educational webinar on February 6, 2008 from 1-2pm Eastern.

CustomerCentric Selling® co-founder and co-author Michael Bosworth, who also authored the book Solution Selling® in 1993, will share his thoughts and ideas on defining and integrating just-in-time, opportunity-specific messaging into the sales process. Jeff Ernst, Kadient’s VP of Marketing, will moderate the session.

“In today’s multi-tasking world, B2B enterprise salespeople are “just-in-time” opportunity-specific learners,” said Bosworth. “Because of this trait, the traditional ways of creating and delivering messaging (where marketing develops materials from a 50,000-foot perspective and throws them “over the wall” to sales) do not achieve the desired result of sales effectively communicating with buyers. Instead, sales people need content that links directly to the opportunity they’re working right now.”

Bosworth will highlight how to align the sales process with the customer’s buying process, how to identify the buyer’s needs at each stage, what the sales messaging needs of the seller at each stage are, and how technology can help reinforce the appropriate just-in-time sales ready messaging.

Registration for this event is free and can be completed by going to www.kadient.com.

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 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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