



Press Release

For Immediate Release

Sales and Marketing Strategies & News introduces featured columnist, Michael Bosworth!

Sales and Marketing Strategies & News is pleased to introduce best-selling author and sales training expert Michael Bosworth as a featured columnist.

"Effective sales training often remains an elusive goal for companies," said Janine Nunes, editor of *Sales & Marketing Strategies and News* magazine. "Michael Bosworth has a common sense approach and a proven track record. We are very pleased he has agreed to share his wisdom with our readers on an ongoing basis as the anchor columnist of our sales training section."

Bosworth is a founding partner of CustomerCentric Systems®, LLC. CustomerCentric Systems® helps organizations build predictable revenue engines by integrating sales process with sales ready messaging.

Bosworth also is the best-selling author of *Solution Selling: Creating Buyers in Difficult Selling Markets* (McGraw-Hill, 1993) and co-author of *Customer Centric Selling* (McGraw-Hill, November 2003). Bosworth began his career in the information technology industry in 1972 as an application support person for Xerox Computer Services. He was their top new business salesperson in 1975 and was promoted to national manager of field sales in 1979. From 1976 through 1982 he designed and delivered sales training programs for XCS. His years of field experience plus the knowledge he gained from working with behavioral researchers on The Xerox SPIN selling project inspired him to start his own sales process consulting company in 1983.

"Sales training can be a confusing process for companies to work through. I'm happy to be able to share my ideas about it with the readers of *Sales & Marketing Strategies and News* magazine," said Bosworth.

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