

## **Bosworth & Kenney Selling Helps Dassault Systèmes Train Over 800 Sales & Marketing Employees Worldwide in the CustomerCentric Selling® Methodology**

*Dassault Systèmes Boosts Sales and Marketing Productivity through the Effective CustomerCentric Selling® Program Provided by Bosworth & Kenney Selling*

Atlanta, GA, March 02, 2009 – Bosworth & Kenney Selling, a CustomerCentric Selling® Platinum Business Partner led by Steve Bosworth and Mike Kenney, today announced that Dassault Systèmes, the world leader in 3D and Product Lifecycle Management (PLM) solutions, has successfully implemented the CustomerCentric Selling® sales program with over 800 of its sales and marketing employees worldwide.

Bosworth & Kenney Selling engaged with Dassault Systèmes to address challenges and business needs; mapping out a customized and intricate program wrapped around the CustomerCentric Selling® methodology with the objective to help Dassault Systèmes create their “Selling Machine.”

The results have since been remarkable and well proven across the organization, which includes over 800 Dassault Systèmes sales and marketing personnel. The flexibility of the CustomerCentric Selling® program has allowed Dassault Systèmes to easily and rapidly adapt to changes in their market, their solution offerings and adjustments made in their sales process. It has also enabled their new sales employees to boost their efficiency, decreasing time from hire to first sale. Most importantly, the methodology has enabled focused execution with customers, while also providing a common process that allows sales management to monitor progress and identify areas of improvement. Moreover, the marketing team has also seen success with the CustomerCentric Selling® methodology, since they are now armed with developing more relevant and parallel campaigns that support the sales message.

Robert Hawley, Director of Worldwide Sales Operations for Dassault Systèmes states, “We have created an enterprise-wide “Selling Machine” on the foundation of CustomerCentric Selling®, delivered by Bosworth & Kenney. By training over 800 employees across the enterprise including Sales, Pre-sales, Resellers, Service Providers and Marketing we are more tightly aligned, focused on revenue generation.” Hawley also adds, “We also find that Marketing promotions and campaigns that have been created by this methodology (using Solution Development Prompters) become much more effective when followed up with a complimentary sales campaign.”

Steve Bosworth of Bosworth & Kenney Selling states, “We are extremely proud of the immense success Dassault Systèmes has seen since their implementation. Their success is proof that the CustomerCentric Selling® methodology really does work when executed properly.”

For more information about Dassault Systèmes, please see: <http://www.3ds.com/>

### **About Bosworth & Kenney Selling**

Bosworth & Kenney Selling is a global sales performance development firm dedicated to helping organizations develop, improve, and implement the sales and marketing processes and selling skills that deliver strategic and tactical results. For over two decades, we've helped companies achieve high-performance first through Solution Selling® and now through CustomerCentric Selling®. Trust our team to offer the discipline, skills, and processes that can enhance your internal efforts and propel your team from good to great.

In addition to Dassault Systèmes, major global organizations such as: Microsoft, Hewlett Packard, PricewaterhouseCoopers, SAP Business Objects, Rockwell Automation, EMC and Raytheon have deployed CCS worldwide. . For more information, please see: <http://www.bosworth-kenneyselling.com> or call **+1.760.436.2444**.

### **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. To learn more call Bosworth-Kenney Selling.

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