

Integrity Data Implements First Sales Process in Company History with Help from Bosworth & Kenney Selling

Bosworth & Kenney Selling Assists with Implementation of the CustomerCentric Selling® Methodology for Integrity Data

Atlanta, GA, August 11, 2009 – [Bosworth & Kenney Selling](#), a CustomerCentric Selling® Platinum Business Partner led by Steve Bosworth and Mike Kenney, today announced that Integrity Data, a Microsoft Gold Certified Partner for Information Worker Solutions and ISV Software Solutions headquartered in Lincoln, Illinois, has successfully implemented the CustomerCentric Selling® methodology, marking the first ever, defined sales process in Integrity Data's company history.

The process, defined with help from Bosworth & Kenney Selling, is designed to provide a repeatable and functional model for Integrity Data's channel and direct selling teams. The implemented methodology incorporates specific selling steps, related selling skills and job aids to assist in the Integrity Data World-Class Selling model. All components of the sales model and related tools are reinforced and integrated into the existing CRM application for optimal adoption and execution.

Bosworth & Kenney Selling first engaged with Integrity Data to perform an analysis of their existing sales environment, survey the challenges and therein design the sales process to align with Integrity Data's goals. Subsequently, Bosworth & Kenney Selling conducted the initial sales training for Integrity Data's sales organization and also assisted with further implementation consulting.

Mr. Patrick Doolin, CEO of Integrity Data, states, "The combined efforts of Bosworth & Kenney Selling and our executive team have dramatically reduced the time period of our sales process implementation. We are very excited to be using the CustomerCentric Selling® methodology and are confident that the results to be seen from our newly defined sales process will be remarkable over coming quarters."

Steve Bosworth of Bosworth & Kenney Selling states, "We are thrilled for Integrity Data, as this marks a new chapter in their company's history, and have been very pleased to have helped in the implementation and be a part of their success. CustomerCentric Selling® will continue to help Integrity Data achieve and surpass their goals as they grow into the future."

For more information about Integrity Data, please see: <http://www.integrity-data.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 have 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 Integrity Data, 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.

CustomerCentric Selling® was named Top Sales Training Methodology Company for 2009 by Training Industry and made Selling Power's Top 10 Sales Process Companies list in the Sales 2.0 section of their June 2009 issue. To learn more contact Bosworth-Kenney Selling.

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