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American Marketing Association Names Bosworth, CustomerCentric Systems to New Sales/Marketing Consortium

June 14, 2002—Denver, Colo.—The American Marketing Association (AMA) has named Mike Bosworth and sales management training firm CustomerCentric Systems, LLC as founding advisors to its new sales and marketing consortium, the Customer Message Management (CMM) Forum.

Sales guru Bosworth has written extensively on effective selling methods. Bosworth, a founder of CustomerCentric Systems, was a keynote speaker at the first Customer Message Management Forum event in May. CustomerCentric Systems developed CustomerCentric Selling®, a sales methodology aligned with the challenges of selling software solutions in the competitive high-tech market. The concept is based on an understanding that the needs, goals and value to the customer are more important during the decision-making process than the specific product or service features.

CustomerCentric Systems co-founder, John Holland, will demonstrate practical approaches to messaging that increase the quality of sales interactions at an upcoming CMM Forum in Atlanta, July 19.

Made up of marketing and sales thought leaders from diverse industries, the Forum was created to address how AMA member businesses can increase the impact of marketing support on sales effectiveness.

The Forum seeks to establish CMM as a practical approach for marketing executives to significantly contribute to the revenue-generating activities of their companies. The Forum also plans to publish guidelines, definitions and best practices for implementing and improving sales support, as well as commence on-going, formal dialogue within the marketing community regarding marketing's role and function in sales effectiveness.

The Forum is underwritten by an educational grant from Ventaso, Inc. (www.ventaso.com), which provides consulting and software for creating, delivering and managing marketing messages that more effectively meet the needs of a company's sales team.

For more information about CustomerCentric Systems, please call (303) 979-2414 or visit the company at www.CustomerCentricSystems.com.

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