

FOR IMMEDIATE RELEASE

Bosworth & Kenney Selling join Customer Centric Systems, LLC.

October 29, 2003 - San Diego, CA – CustomerCentric Systems, LLC co-founder Mike Bosworth announced a formal relationship between CustomerCentric Systems, LLC and Bosworth & Kenney Selling. Mike Bosworth is the author of, *Solution Selling®: Creating Buyers in Difficult Selling Markets* and is the creator/author of the Solution Selling® sales methodology. Most recently Bosworth co-authored *Customer Centric Selling* (McGraw-Hill, November 2003).

Bosworth is a co-founder of Customer Centric Systems, LLC, founded in January, 2002. Bosworth & Kenney Selling joined the Solution Selling® organization in 1994. Mike Bosworth sold his Solution Selling® business to Provant, Inc. in 1999. Since its inception, Bosworth & Kenney Selling succeeded in its goal of helping its clients improve sales productivity & corporate profitability through a suite of sales process consulting, training and customized tools creation services. As an organization they have trained thousands of sales, sales management and executive management professionals.

“This formal relationship brings Mike Kenney and my brother Steve full circle -back to a joining of skills & resources that will enhance both organizations. As a former CEO, Mike Kenney brings an acute awareness of critical business realities to the classroom,” said Mike Bosworth. “Steve brings a through-the-ranks, tactical sales perspective of someone who has consistently achieved top honors in his selling career.” Bosworth said. “Together they have created a successful sales process consultancy, servicing a global clientele, while managing a world-wide network of consulting professionals to support their client base.” Bosworth also said, “We’re particularly excited about the unique migration plan they’ve developed for their existing clients”. We consider this as a strategic addition to the Customer Centric Selling® Affiliate network,” added Bosworth.

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