

FOR IMMEDIATE RELEASE

CustomerCentric Systems Welcomes TDC-Transformação Desenvolvimento Conhecimento.

January 15, 2005 - San Diego, CA - In order to better serve the Portuguese speaking market, Bosworth & Kenney Selling: CustomerCentric Systems Affiliates welcomes TDC- Transformação Desenvolvimento Conhecimento to their team.

TDC in association with CustomerCentric Selling® will provide the delivery of the complete sales process methodology and consulting services in Portuguese in Brazil. TDC- Transformação Desenvolvimento Conhecimento are leading providers of executive education and managerial development in Brazil. By providing the most important concepts and practices of Business Administration, TDC aims to assist Brazilian organizations in the critical process of transforming knowledge into action.

Bosworth & Kenney Selling: CustomerCentric Systems Affiliates provide global sales process implementations and training services, using the CustomerCentric Selling® methodology, which is the new generation of the Bosworth sales methodology. CustomerCentric Selling® has, in the opinion of its' author, Mike Bosworth, superseded his previous work, Solution Selling®. In the 2004 Global Affiliate meeting in Vancouver, British Columbia, Bosworth & Kenney Selling Affiliates were officially honored as CustomerCentric Selling "Key Players."

The primary goal for this joint venture is to develop, deliver and implement specific sales-ready message maps for organizations, to help them effectively position their unique and compelling "selling story", in the local culture and language. The official product release is January 27, 2005. The first open workshop is scheduled for the week of April 4-7th, 2005.

For customized services, CustomerCentric Selling® Latin America Seminar details, and/or complete 2005 schedule or more information please contact:

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You can also visit the following sites for biography & seminar details:

http://bosworth-kenneyselling.com/delivery_team_biographies.asp

<http://www.tdccap.com.brwww.bosworth-kenneyselling.com>

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