

Press Release

For Immediate Release

Media Contacts:

Jill Clark
Marketing, CustomerCentric Selling®
jclark@customercentric.com
+1.800.993.1228, x706

Training Industry Lists CustomerCentric Selling® Among the Top Sales Methodology Training Companies for 2010

CustomerCentric Selling® Makes the Top 20 List of Sales Methodology Training Companies for a Second Consecutive Year

Atlanta, GA, March 18, 2010 – CustomerCentric Selling® (CCS), a proven methodology for improving revenue growth and sales performance, today announced that Training Industry, Inc. has named CustomerCentric Selling® on the list for **2010 Top 20 Sales Methodology Training Companies** for a second consecutive year.

According to Training Industry, Inc., the “Top 20” list includes those leaders in the training industry that have demonstrated experience and excellence in providing sales methodology training services to a variety of clients. It recognizes the leading Sales Training companies for their high quality of services, comprehensive capabilities and successful and proven training deployments. TrainingIndustry.com frequently reviews, conducts assessments and surveys sales training companies that provide services to the corporate and government market. Intended to assist buyers of training services, the Top 20 list supplements the procurement process and the evaluation of potential training partners and vendors.

“We are pleased to announce our third annual Top 20 List for the sales training marketplace **2010 Top 20 Sales Methodology Training Companies**,” said Ken Taylor, Chief Operating Officer, Training Industry, Inc., “each company on this year’s list has developed superior quality programs and innovative approaches to developing sales teams.” “In tough economic times, these companies have continued to shine by delivering impactful programs,” adds Doug Harward, CEO Training Industry, Inc., “this list reflects the best of the best in sales training.”

Selection to this year’s “Top 20 Sales Methodology Training Companies” was based on criteria including: industry recognition and innovation; quality of sales methodology and impact on clients; breadth of company’s offering (products and services); strength of their clients; company size and growth potential; geographic reach; and experience in the marketplace.

Tim Young, CEO for CustomerCentric Selling® states, “We’re extremely honored to be a part of this select list for a second consecutive year. Considering the respectable competition of our business and today’s tougher financial climate, making this list is even more of an accomplishment for which we’re very grateful. This recognition represents the solidity of our methodology that can weather the worst of economic storms.”

Click here to view the Top 20 List:

<http://www.trainingindustry.com/sales-training/top-company-listings/2010/top-20-sales-methodology.aspx>

Continued



CustomerCentricSelling®
Your road map to revenue growth.

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.

Major global organizations such as Microsoft, Hewlett Packard, Business Objects, Rockwell Automation, EMC and Raytheon have deployed CCS worldwide. CustomerCentric Selling® was named Top Sales Training Methodology Company for 2009 and 2010 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. For additional information, visit www.customercentric.com, or contact Jill Clark at jclark@customercentric.com.

#