

## **Bosworth & Kenney Selling Helps Dassault Systèmes Train Over 800 Sales & Marketing Employees Worldwide in the CustomerCentric Selling® Methodology**

*Dassault Systèmes Boosts Sales and Marketing Productivity through the Effective CustomerCentric Selling® Program Provided by Bosworth & Kenney Selling*

Atlanta, GA, March 02, 2009 – Bosworth & Kenney Selling, a CustomerCentric Selling® Platinum Business Partner led by Steve Bosworth and Mike Kenney, today announced that Dassault Systèmes, the world leader in 3D and Product Lifecycle Management (PLM) solutions, has successfully implemented the CustomerCentric Selling® sales program with over 800 of its sales and marketing employees worldwide.

Bosworth & Kenney Selling engaged with Dassault Systèmes to address challenges and business needs; mapping out a customized and intricate program wrapped around the CustomerCentric Selling® methodology with the objective to help Dassault Systèmes create their “Selling Machine.”

The results have since been remarkable and well proven across the organization, which includes over 800 Dassault Systèmes sales and marketing personnel. The flexibility of the CustomerCentric Selling® program has allowed Dassault Systèmes to easily and rapidly adapt to changes in their market, their solution offerings and adjustments made in their sales process. It has also enabled their new sales employees to boost their efficiency, decreasing time from hire to first sale. Most importantly, the methodology has enabled focused execution with customers, while also providing a common process that allows sales management to monitor progress and identify areas of improvement. Moreover, the marketing team has also seen success with the CustomerCentric Selling® methodology, since they are now armed with developing more relevant and parallel campaigns that support the sales message.

Robert Hawley, Director of Worldwide Sales Operations for Dassault Systèmes states, “We have created an enterprise-wide “Selling Machine” on the foundation of CustomerCentric Selling®, delivered by Bosworth & Kenney. By training over 800 employees across the enterprise including Sales, Pre-sales, Resellers, Service Providers and Marketing we are more tightly aligned, focused on revenue generation.” Hawley also adds, “We also find that Marketing promotions and campaigns that have been created by this methodology (using Solution Development Prompters) become much more effective when followed up with a complimentary sales campaign.”

Steve Bosworth of Bosworth & Kenney Selling states, “We are extremely proud of the immense success Dassault Systèmes has seen since their implementation. Their success is proof that the CustomerCentric Selling® methodology really does work when executed properly.”

For more information about Dassault Systèmes, please see: <http://www.3ds.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've 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 Dassault Systèmes, 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. To learn more call Bosworth-Kenney Selling.

###

FOR IMMEDIATE RELEASE

## **Hand Held Products Adopts CustomerCentric Selling®**

July 18, 2005 - WARRINGTON, England, PRNewswire - Hand Held Products, the world's leading supplier of image-based data collection systems, has adopted a new CustomerCentric Selling® (CCS) process. This concentrates on levels of service that are specifically tailored to its customers' needs and its channel partners' business goals, based on intelligent market knowledge and product awareness.

Following discussions with Bosworth & Kenney, a sales training consultancy, Hand Held Products has developed a customised, enterprise-wide sales process that is uniquely related to its technology products and the core markets that it serves.

Roel Vreeburg, Hand Held Products' Managing Director for EMEA, explains: "We rolled out our new CustomerCentric Selling process to all organisational functions that touch the customer - not just the Sales division. We believe that customers and partners gain more value from our products and services when everyone understands the issues and challenges involved."

The CCS process focuses on business discussions rather than sales presentations; on marketing messages that address the customer's business challenges rather than product specifications; and on how customers use Hand Held Products' solutions to reach a goal or solve a problem.

One integral part of the CCS Process is the Sales Ready Messaging™ Supply Chain, which brings further value to customers and partners. This uses application messages and scenarios rather than technical jargon, and consistent product messages across all industries.

"By implementing this value-based customer process, we are clearly differentiating ourselves from our competitors," continues Roel Vreeburg. "As most marketing collateral is never used by Sales divisions, we want to empower our teams to engage in business discussions - not just to hand out brochures."

CCS and other customer-focused initiatives have already paid dividends, as Hand Held Products' revenues have increased by 40% over the past fiscal year.

### **About Hand Held Products**

Hand Held Products is the world's leading provider of image-based data collection solutions for mobile, wireless and transaction processing applications - such as bar code scanners, mobile computers and transaction terminals. The company has a worldwide network of partners, and an extensive client base across many different markets.

CONTINUED ON PAGE 2

Based in the US, its European headquarters are in Eindhoven, the Netherlands, and it has offices in the UK, France, Germany, Sweden, Spain.

Website:

<http://www.handheld.com/>

Distributed by PR Newswire on behalf of Hand Held Products

PR Newswire Europe Ltd.

209 - 215 Blackfriars Road, London, SE1 8NL

Tel : +44 (0)20 7490 8111

Fax : +44 (0)20 7490 1255

E-mail:

[info@prnewswire.co.uk](mailto:info@prnewswire.co.uk)

Copyright © 2006 PR Newswire Europe Limited. All rights reserved.

United Business Media Company

<http://www.unitedbusinessmedia.com/>

Terms and conditions of use apply

<http://www.prnewswire.co.uk/global/terms.shtml>

####

## CASE STUDY:

# CustomerCentric Selling® Helps Siemens Energy Greatly Improve Sales Performance



## Siemens Energy Embraces CustomerCentric Selling® to Increase Revenue and Shorten the Sales Cycle

### Business Problem

Siemens Energy is the world's leading supplier of a wide range of products, solutions and services for power generation, transmission and distribution as well as for the production, conversion and transport of the primary fuels oil and gas.

Siemens Energy approached Bosworth & Kenney Selling seeking an organizational sales process that would provide a consistent, repeatable and measurable approach to finding, engaging, selling and managing new opportunities in the energy sector. Mike Korf, Director of Sales & Marketing for Siemens Energy U.S Operations specifically defined their goal to increase new business revenue while decreasing the length of the buying/selling cycle.

**The CustomerCentric Selling® Solution**  
In the first twelve months after implementing and adopting the CustomerCentric Selling® sales process methodology, Siemens Energy saw tremendous results:

- new business sales revenues increased by 38 percent
- the average length of the buying/selling cycle decreased by two months
- reduction in discounting and concessions across the board

Siemens Energy attributes these results to the emphasis placed on the Negotiating Labs incorporated in the CustomerCentric Selling® training and implementation.



*"The CustomerCentric Selling® sales process methodology has enabled us to greatly improve our sales performance in many areas, which is particularly significant considering the current down economy and competitive marketplace."*

--Mike Korf, Director of Sales & Marketing for Siemens Energy U.S. Operations

Steve Bosworth of Bosworth & Kenney Selling adds, "We are extremely pleased with the many positive results Siemens Energy has seen since their training and implementation. Their success is evidence that the CustomerCentric Selling® methodology can prevail even in the most turbulent of economic climates."



### Customer Closeup

The Siemens Energy Sector is the world's leading supplier of a wide range of products, solutions and services for power generation, transmission and distribution as well as for the production, conversion and transport of the primary fuels oil and gas. They are the only supplier worldwide with comprehensive knowhow encompassing the entire energy conversion chain and, in particular, plant-to-grid connections and other types of interfaces. They focus primarily on the requirements of energy utilities and industrial companies – particularly those in the oil and gas industry. The Siemens Energy Sector has some 85,000 employees worldwide.

For more information about Siemens Energy, please see:  
<http://www.energy.siemens.com/entry/energy/hq/en/?tab=energy>

Questions about this case study? Email Bosworth & Kenney Selling at either [stevebosworth@customercentric.com](mailto:stevebosworth@customercentric.com) or [mkenney@customercentric.com](mailto:mkenney@customercentric.com)

### Benefits to Siemens Energy:

- Increase in sales revenues by over 38%
- Decrease in the sales cycle by 2 months
- Less reductions, discounting or concessions
- Consistent sales process to improve overall sales performance

### 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 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](http://www.customercentric.com), or contact Jill Clark at [jclark@customercentric.com](mailto:jclark@customercentric.com).

