

For Immediate Release  
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## **SalesGene Teams with BizLogx to Help Organizations Maximize Sales Success; Partnership Offers Complete Technology and Training Solution to Support CustomerCentric Selling® Methodology**

**PITTSBURGH** – SalesGene Corporation, creators of the Landslide™ Sales Workstyle Management offering, today announced a partnership with BizLogx, an Ohio-based sales and marketing consulting firm and a leading provider of CustomerCentric Selling® (CCS) training and consulting services. The partnership brings together the CCS edition of Landslide with the expertise of BizLogx to create a powerful and complete solution for organizations implementing the popular methodology into their sales process.

CCS Landslide™ enables organizations to codify their CCS selling process, present CCS selling aids at the proper stage in the selling cycle, and follow a sequence of steps to complete the sale. BizLogx helps companies adopt the CCS methodology for their organizational sales process, from market awareness to customer success. By working together, the two companies can help organizations maximize the success of their CCS implementation.

"Hundreds of organizations around the world rely on the CCS methodology to define and execute their sales processes," said Razi Imam, president and CEO of SalesGene. "To fully embrace the methodology, salespeople need to modify their selling behavior. The skilled experts at BizLogx help salespeople take on this new way of thinking and incorporate its theories into their everyday practice. The CCS version of Landslide then helps organizations employ all the benefits of CCS in their daily sales process, raising their sales effectiveness, and achieving higher margin results."

"When it comes to implementing new sales techniques or processes, organizations often view the challenge as a daunting task," said Chris Kiminas, co-founder and principal of BizLogx. "That is why we require new clients to implement supporting technology like Landslide to help salespeople apply the CCS methodology and realize immediate value from the CCS workshop. CCS Landslide helps facilitate and reinforce our CCS training. This partnership is a natural fit for both companies that will ensure our clients take full advantage of CCS."



CCS helps individuals and organizations implement customer-centric sales approaches that focus on identifying the customer's needs and providing solutions that fit those needs. For more information about this renowned methodology, please visit [www.customercentricsystems.com](http://www.customercentricsystems.com).

About BizLogx\_BizLogx is a consulting firm that helps companies improve their sales and marketing performance. The company offers workshops, customized materials and advisory services. BizLogx was founded in 2000 and is headquartered in Columbus, Ohio. They can be reached at (614) 355-0165 or on the web at [www.bizlogx.com](http://www.bizlogx.com).

About SalesGene\_SalesGene is a pioneer in Sales Workstyle Management. The company is the first to directly address the software, collaboration and support needs of individual salespeople. Built for salespeople by salespeople, SalesGene's Landslide maximizes a salesperson's time, drives them to action and delivers results. The company is privately held with headquarters in Pittsburgh, PA. Please visit [www.landslide.com](http://www.landslide.com) for more information.

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