

## **SyberWorks chosen by CustomerCentric Systems LLC to develop online content and host their CustomerCentric Selling® Sales Training Program online with the SyberWorks Hosted e-Learning Solution**

Waltham, Massachusetts – March 22, 2005

SyberWorks, a leader in custom e-Learning Solutions and the Learning Management System industry, announced today they have been selected by CustomerCentric Systems LLC, a nationally recognized leader in sales process training and consulting, to develop online content and host their CustomerCentric Selling® Sales Training Program online with the SyberWorks Hosted e-Learning Solution.

Frank Visgatis, co-founder of CustomerCentric Systems, states:

*“We began evaluating Learning Management Systems because of the enhanced value an LMS would provide to our customers. Using an e-Learning solution in a blended learning approach to deliver parts, or in some cases, all of the training, where it's impossible for people to travel, will help address our customer's concerns about taking a sales person out of the field for an extended period of time. Additionally, it also provides us several options for post workshop reinforcement training and ongoing skill development.”*

Visgatis says, “Because we are a virtual organization, focused exclusively on providing sales consulting and training, we really needed an organization that had strong course development competencies and a really solid track record in developing quality, business-to-business online training content. We evaluated several vendors and found that the SyberWorks Training Center Hosted e-Learning Solution offers significant functionality for a reasonably priced IT infrastructure investment. We liked that SyberWorks is a stable company in the e-Learning space. We were impressed with their skilled and knowledgeable online course development staff. From the beginning of the process, they showed an eagerness to respond to our questions and needs, and continue to do so today.”

David Boggs, CEO of SyberWorks, states, “We are delighted to be working with CustomerCentric Systems, LLC. This is another instance in a business-to-business environment where outsourcing online training development and IT infrastructure provides a win-win on several fronts with tremendous cost savings derived from outsourced online content development.”

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### **About Customer Centric Selling, LLC**

CustomerCentric Systems, LLC ([www.customercentric.com](http://www.customercentric.com)) specializes in helping companies define and implement their organizational sales process, from market awareness to customer success, through its message-driven sales

process: CustomerCentric Selling®. Clients include Hewlett Packard, Microsoft, McKesson Medical Systems, EMC, Business Objects, and Rockwell Automation. The CustomerCentric Selling® sales methodology is delivered globally through its 60 affiliate team members.

### **About SyberWorks**

SyberWorks, Inc. ([www.syberworks.com](http://www.syberworks.com)) is a leader in the custom e-Learning Solutions and Learning Management System industries for Fortune 1000 corporations, higher education, and other organizations. Located in Waltham, Massachusetts, the company serves the multi-billion-dollar e-Learning market. Since 1995, SyberWorks has developed and delivered unique and economical solutions to create, manage, measure, and improve e-Learning programs at companies and organizations in the United States, Canada, Europe, and other countries.