

## **Centra and Richardson to Offer Free “Coaching for Better Sales” Interactive Webcast**

**Philadelphia, PA – April 15, 2003** – Richardson, a leading sales training and consulting firm and Centra Software, Inc. (NASDAQ: CTRA), a leading provider of application software and services for real-time enterprise collaboration (RTEC), today announced the launch of a complimentary interactive Web event to help improve coaching results.

**Linda Richardson**, renowned author of nine sales training books and CEO of **Richardson** will host a free one-hour sales coaching session called **Sales Coaching for Better Sales Results**. This interactive session is designed to help answer one of the biggest challenges sales managers face in our fast paced business environment - making the time and following a process to develop and coach their salespeople to improve sales results. The session will help develop the skills and strategies for providing specific and valuable feedback, removing obstacles, and creating short- and long-term action steps to achieve sales success.

**Sales Coaching for Better Sales Results** will cover preparation, opening, and closing a coaching session using a process that takes 15 minutes and helps make sales people responsible for their own learning and development. Participants will learn from over 25 years of Richardson's experience in working with global leaders and gain valuable insights to effectively coach their salespeople to reach the next level of sales excellence.

**Sales Coaching for Better Sales Results** is the first in a series of sales performance improvement Webcasts that will be offered by Centra and Richardson throughout the spring and summer of 2003.

**To sign-up for the Webcast, please visit** [http://centraevents.centra.com/event.asp?id=1\\_4302003\\_81&source=ric](http://centraevents.centra.com/event.asp?id=1_4302003_81&source=ric)

### **About Richardson**

Richardson ([www.richardson.com](http://www.richardson.com)) is a leading sales training and consulting firm. We accelerate the productivity of sales people by ensuring they have the skills, strategies, and processes to achieve their objectives and implement their organization's strategy. Utilizing our comprehensive curriculum, coaching, and consulting, we help develop the critical skills sales organizations need to win. Our curriculum includes sales, sales management, strategy, negotiations, and service training delivered through seminars, one-on-one and team coaching, and interactive eLearning. Leveraging more than 25 years of seminar and consulting experience, Richardson now offers eLearning Richardson QuickSkills as a flexible, interactive, high-impact eLearning alternative to clients and individuals worldwide.

The Richardson QuickSkills are available through the Sun™ Enterprise Learning Platform, offered by Sun Educational Services, the training group of Sun Microsystems, Inc. To deliver synchronous learning events and real deal coaching, Richardson partners with Centra. Centra is a leading provider of application software and services for real-time enterprise collaboration

**Richardson Contact:** Jim Brodo, VP, Marketing 215-940-9255 [jim.brodo@richardson.com](mailto:jim.brodo@richardson.com)

### **About Centra**

Leading with an undisputed track record of helping more than three million licensed users to increase revenue and improve overall business performance, Centra enables global corporations, government agencies, and universities to drive greater productivity and lower costs through the industry's most extensible application software for real-time enterprise collaboration. Today more than 1,000 organizations across every industry and market sector choose Centra, including Cadbury Schweppes, McKesson, Sysco, Viacom, and Stanford University. Centra's products are bolstered by a vital ecosystem of strategic partners, including Deloitte Consulting, EDS, Microsoft, Siebel, Cisco, and Oracle. Headquartered in Boston, Centra services a worldwide customer base throughout the Americas, Europe, Asia and Australia. For more information, visit [www.centra.com](http://www.centra.com).