

**Media Contact:**

Liz McCune

Vice President of Marketing

(770) 360-9299 ext. 101

[lmccune@complexsale.com](mailto:lmccune@complexsale.com)

**The Complex Sale's GPS R.A.D.A.R.<sup>®</sup> Now Available on  
Salesforce.com's AppExchange**

*Salesforce.com Customers Can Now Deploy TCS's GPS R.A.D.A.R.<sup>®</sup> (Global Positioning for Sales) tool Directly within Their Salesforce Implementation*

**Atlanta, GA – September 15, 2006** – The Complex Sale, Inc. and salesforce.com (NYSE:CRM), the market and technology leader in on-demand business services, today announced the availability of TCS's GPS R.A.D.A.R.<sup>®</sup> for salesforce.com's AppExchange. The GPS R.A.D.A.R.<sup>®</sup> (Global Positioning for Sales) tool provides a systematic approach to opportunity management, accessible through the salesforce.com CRM application. Built on the AppExchange on-demand platform, GPS R.A.D.A.R.<sup>®</sup> is immediately available for test drive and deployment at <http://www.salesforce.com/appexchange>.

GPS R.A.D.A.R.<sup>®</sup> (Global Positioning for Sales) provides step-by-step deal coaching to salespeople and teams – directly through the salesforce.com CRM application. Now, for the first time, salespeople have access to deal coaching right alongside their CRM application. The coaching aligns with where the salesperson is in the sales process, constantly reminding them the steps they need to take to win their most complex opportunities. With GPS R.A.D.A.R.<sup>®</sup>, salespeople can collaborate and communicate winning strategies and tactics with their sales team and management – enabling them to more effectively identify blind spots and plan accordingly.

“As our customers continue to adopt salesforce.com's market leading on-demand applications, we needed a tool that could integrate with salesforce.com's interface,” said Brad Childress, president of The Complex Sale, Inc. “For our customers already using the R.A.D.A.R.<sup>®</sup> methodology, they now have access to everything they need all in one place – ultimately giving them even more control over their most complex opportunities.”

GPS R.A.D.A.R.<sup>®</sup> for AppExchange is one of more than 300 applications created by salesforce.com, its customers and partners, that are now available on the salesforce.com AppExchange, the world's first on-demand application platform. AppExchange provides unprecedented ease of customization and integration for Salesforce deployments, as well as enabling a whole new generation of on-demand applications that go beyond CRM. AppExchange enables all of these on-demand applications to be easily shared, exchanged

and installed with one click into a salesforce.com customer's account. AppExchange can be found at <http://www.salesforce.com/appexchange>

### **About The Complex Sale, Inc.**

The Complex Sale, Inc. is a sales methodology and consulting company that helps you win the sales you can't afford to lose – from speeches and tools to training and coaching to total sales force transformation. TCS helps you create pipeline, win opportunities, and dominate accounts in the complex selling environment. Founded in 1992 by Rick Page, author of the sales bestseller *Hope Is Not A Strategy – The 6 Keys to Winning The Complex Sale*, TCS programs are taught by executives who know the environment firsthand. We provide the skills and processes to Make Winning A Habit in your organization. For more information, call (770) 360-9299 or visit us online at [www.complexsale.com](http://www.complexsale.com)

### **About salesforce.com**

Salesforce.com is the market and technology leader in on-demand business services. The company's Salesforce suite of on-demand applications enables customers to manage and share all of their sales, support, marketing and partner information on-demand. AppExchange, salesforce.com's on-demand platform, allows customers and partners to build powerful new applications quickly and easily, customize and integrate the Salesforce suite to meet their unique business needs, and distribute and sell on-demand applications at [www.appexchange.com](http://www.appexchange.com). Customers can also take advantage of Successforce, salesforce.com's world-class training, support, consulting and best practices offerings.

As of July 31, 2006, salesforce.com manages customer information for approximately 24,800 customers and approximately 501,000 paying subscribers including Advanced Micro Devices (AMD), America Online (AOL), Avis/Budget Rent A Car (Cendant Rental Car Group), Dow Jones Newswires, Nokia, Polycom and SunTrust Banks. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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