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The Complex Sale Names Blake Batley New VP of Sales

Company welcomes new leadership as it gears-up to expand sales force

Atlanta, GA – January 23, 2006 – The Complex Sale, Inc. has named Blake Batley its new vice president of sales.

Since joining The Complex Sale in 2002 as a senior principal, Blake has been responsible for successfully selling and delivering sales effectiveness projects to some of the company's highest-growth segments.

His current client portfolio spans markets such as high-tech, manufacturing, education, financial services and outsourcing and his impressive client list includes more than two-dozen key names including Per-Se Technology, MacDermid, Harcourt Assessment, Epson America, WebCT, Taleo, SchoolNet, Progistix, Web Industries and more.

“Blake has been a tremendous asset to The Complex Sale by helping us substantially grow both our offerings and client base,” said Rick Page, TCS founder and CEO. “He is passionate about the success of his clients, as well as the growth of our company. We are confident in his ability to lead our own sales organization to success in our newer, high-growth markets this year.”

Blake has been instrumental with helping TCS clients achieve successful implementation, adoption, measurement, and sustained growth with sales effectiveness programs from The Complex Sale.

He is also responsible for co-selling and project managing one of TCS's largest sales transformation projects with Apple Computer, a high-tech sales client with over 2,500 salespeople around the globe. Since engaging with Apple in 2003, Blake and the TCS team have coached and impacted over \$500M in revenue for Apple through TCS programs.

In his new role as vice president of sales, Blake will be responsible for expanding The Complex Sale's current sales force to include several new account executives. These new executives will be charged with expanding TCS offerings to new territories and growth markets around the globe.

“The Complex Sale helps its clients transform their sales forces into consistent, predictable, and successful sales engines,” said Batley. “With the expansion of our sales force, we will be able to help even more customers in more markets win the sales they can’t afford to lose.”

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* and the new *Make Winning A Habit – 20 Best Practices of the World’s Greatest Sales Forces*, 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