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**Top 20 Most Important Sales Best Practices For 2008**

The Complex Sale and CSO Insights Team-Up to Uncover What the World's Best Sales Organizations are Doing to Get Ahead and Stay Ahead in 2008

**Atlanta, GA – February 4, 2008** – Leading sales methodology and consulting firm The Complex Sale, Inc. announced today the results of a new joint survey conducted by Jim Dickie and CSO Insights that examines the current sales best practices and 2008 sales effectiveness trends of more than 250 companies.

*The 2008 Survey of Sales Best Practices*, sponsored by The Complex Sale and based on CEO Rick Page's sales management book, *Make Winning A Habit: 20 Best Practices of the World's Greatest Sales Forces* (McGraw-Hill 2006), was designed to assess 37 best practices of the world's greatest sales forces to uncover what sales executives consider the most important practices and how they are actually performing in each area. The results provide a scorecard and roadmap to greater sales force effectiveness for direct B2B sales forces.

The survey focused on two major questions. First, which best practices are *most important* to you? And second, what is your organization's ability to *consistently* execute this selling skill? Topping the list of the most important and mission critical issues was *effectively linking solutions to buyer pains, creating a strong sales culture where selling skills are recognized and rewarded, and selling to higher level executives.*

“Together with CSO Insights, we have uncovered what the best organizations are doing to get ahead and stay ahead in 2008,” said Rick Page, Founder and CEO, The Complex Sale, Inc. “The survey not only identifies which best practices are most important, but which ones the best sales forces do effectively that others don't, how individual organizations compare, and where they should invest in 2008 to improve overall sales competency.”

If you are in sales management and would like to participate in the survey, receive the complete results, and see how you compare in detail, contact The Complex Sale today at 770-360-9299 or e-mail us at [info@complexsale.com](mailto:info@complexsale.com). For a free download of Rick Page's e-Book on the summary findings, *Top 20 Most Important Sales Best Practices For*

*2008: What the World's Top Sales Organizations are Doing to Get Ahead and Stay Ahead*, visit [www.complexsale.com/downloads](http://www.complexsale.com/downloads).

### **About CSO Insights**

CSO Insights has served sales and marketing executives for over 15 years by benchmarking the challenges faced by today's sales organizations through tracking trends in the use of people, process, technology and knowledge. Each year, CSO Insights surveys thousands of Chief Sales Officers to uncover the challenges they see as most critical. Our experts write numerous articles and speak at major sales and marketing conferences to share what they have learned with executives. For more information, visit us online at [www.csoinsights.com](http://www.csoinsights.com).

### **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 leading companies such as Siemens and Deloitte 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 *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 you need 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)