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Campus Management Corp. Closes \$4.2 Million in Business Over Last 12 Months With The Complex Sale's R.A.D.A.R.[®] Methodology

Atlanta, GA – October 19, 2007 – Campus Management Corp., a leading enterprise software provider for the higher education market, announced today that it has closed some \$4.2 million in new client acquisitions over the past year as a result of implementing The Complex Sale's R.A.D.A.R.[®] tools and selling methodology.

“We can directly tie that much to the work we have done with R.A.D.A.R.[®] over the past year,” said Hank Bowman, Executive Vice President of Sales for Campus Management Corp. “It has changed us as a sales organization and has given us more peace of mind around what we're capable of and how effectively we can forecast our sales.”

When Bowman joined the company, he recognized the need for a sales methodology that addressed the complex selling environment faced by the higher education market, which includes multiple influencers and decision makers and many purchasing decisions being made by committee. With R.A.D.A.R.[®], the sales team now has a common sales language and it is easier to address more enterprise level pains when dealing with prospects.

“This is the second time I have implemented R.A.D.A.R.[®] methodology into a sales team,” Bowman said. “Everyone uses the same terminology, and they know how to prepare. Not only does it make it easier for us to discuss deals internally, it helps us bring more value to our clients. It dramatically cuts down the time it takes us to discuss an opportunity.”

Since implementing R.A.D.A.R.[®], salespeople at Campus Management Corp. are more in control of their deals and empowered to walk away from those that are not a good fit, Bowman said. The payoff has been deeper relationships with customers in which the sales team is viewed more as a strategic partner, deals being sold at a higher level, and an increased sense of urgency from decision makers.

“We've even reduced our sales cycle from an average of 18-24 months to just six months in some cases,” Bowman said. “In general, if we can elevate the enterprise pain at the

right political and strategic levels, we can expose it to the decision makers and engage people to act.”

Being able to help clients think about more meaningful issues ultimately helps them improve their schools and impacts their students in the long run, a core mission of Campus Management Corp.

“When the client really understands that you bring them much higher value than anyone else they are talking to, they appreciate it and will look to you to solve more business issues they face,” Bowman said. “The Complex Sale is about more than just ‘how to close a sale.’ It’s really about how we can help our clients become more successful and respond to their own new business challenges.”

About Campus Management Corp.

More than 1,100 college and university campuses worldwide rely on Campus Management for efficient, scalable, and flexible administrative and academic solutions to enhance institutional performance. Campus Management’s One Campus Ecosystem platform provides higher education a fully integrated, centralized administrative and e-learning solution that unifies and simplifies management and reporting for traditional and non-traditional postsecondary education. The company was ranked Best In Class in Student Information Systems in IMS Global Learning Consortium’s 2007 independent survey, won Microsoft’s 2005 Public Sector award for innovation in Higher Education, and was named Microsoft’s Global ERP Solutions Developer of the Year in 2003. For more information, visit www.campusmanagement.com.

About The Complex Sale, Inc.

Rick Page, author of the #1 sales bestseller *Hope Is Not A Strategy – The 6 Keys to Winning the Complex Sale* as well as *Make Winning A Habit – 20 Best Practices of the World’s Greatest Sales Forces*, founded The Complex Sale (TCS) in 1992. TCS is a sales methodology and consulting firm with proven approaches for business-to-business complex selling. TCS offers client-tailored training programs and workshops to help companies implement consistent sales processes and methodologies, improve selling skills and competencies, and develop world-class sales managers and leaders. Our approaches are designed to leverage your company’s value through a superior sales force. Around the world, we have taught over 50,000 salespeople in hundreds of companies, the processes and skills they need to Make Winning A Habit®. Through training and coaching, tools and speeches. . . to total sales force transformation, TCS can help you win the deals you can’t afford to lose. For more information call (770) 360-9299 or visit us online at www.complexsale.com.