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The Complex Sale Joins Kadient's Sales Playbook Partner Network

Companies will work together to drive higher productivity and more revenue for clients

Atlanta, GA – January 28, 2010 – The Complex Sale, the sales methodology firm, and Kadient, the experts in [sales enablement](#), announced today that they have entered into a partnership under the banner of [Kadient's Sales Playbook Partner Network](#). The Network brings together different types of sales enablement focused businesses that can benefit from a company's implementation of Kadient's interactive, CRM-embedded Sales Playbooks.

By using Kadient's Sales Playbooks, The Complex Sale clients can now easily access the company's methodology as well as coaching and tools, all right within the CRM application they use every day. This marriage between sales methodology, content, tools and key milestones will drive significant increases in productivity.

"When I learned of Kadient's approach for driving a sales process, I was immediately convinced that this would be a valuable tool for our clients. Kadient's Sales Playbooks are an obvious vehicle for The Complex Sale's methodology, including alignment with R.A.D.A.R.[®], our Sales Coach-In-a-Box sales tools, designed for industries with complex selling processes. Kadient's interactive Sales Playbooks will ensure the work we do for our clients is reinforced to make even more of an impact on their bottom line," said Rick Page, CEO of The Complex Sale.

"This partnership with The Complex Sale is one that Kadient is especially excited about. Founder and thought leader Rick Page and his talented staff have made a difference in sales organizations across the globe. Rick is a pioneer in the area of sales methodology. The fact that he has embraced Kadient's Sales Playbooks as a key tool for driving his process says a lot about the value we bring. We look forward to a successful partnership that means even better results for customers of The Complex Sale," said Kadient CEO, Brian Zanghi.

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, Apple and ADT 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.

About Kadient

Kadient helps companies improve sales performance by arming their salespeople with the content, messages, and strategies they need to win at every stage of the customer's buying cycle. Kadient is the only on-demand sales enablement platform that combines Dynamic Sales Content, Sales Playbooks, and Sales Performance Analytics with proven best practices. The result is shorter sales cycles, faster ramp up, and increased sales productivity. To discover what Kadient can do for your sales organization, go to www.kadient.com.