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**The Complex Sale Launches Follow-Up Coaching to More than 20
Clients Through Count5® Technology**

*The Complex Sale Uses Count5 to Provide Ongoing Training to Clients of its
R.A.D.A.R.® Methodology*

Atlanta, GA – March 21, 2007 – Global sales methodology and consulting firm, The Complex Sale, announced today that it has successfully launched information-rich, ongoing coaching to more than 20 clients using the Q™ technology from Count5, the leader in Sales Force Alignment solutions.

Complex selling environments require salespeople to understand and apply huge volumes of information, which can stall the adoption of new processes and methodologies and ultimately result in lost revenue. With Count5, students of The Complex Sale's R.A.D.A.R.® methodology receive daily reinforcement coaching on what they have learned in the instructor-led workshop electronically for 21 days after the training event – the amount of time it generally takes an adult to form a habit.

These information-rich tips, created by TCS subject matter experts who deliver the actual class materials, are more effective than the traditional approach to e-Learning. Rather than a simple test of participants' knowledge, the coaching reinforces the methodology learned in the workshops to speed time to adoption for the sales force. Managers are offered daily metrics to show who has understood the material and who needs additional coaching and information is delivered in bite-sized chunks that are easy to understand and apply to effectively improve performance.

“It's as if our instructors are alongside participants for 21 days after the workshop, reinforcing the training and coaching them every step of the way,” said Blake Batley, The Complex Sale's vice president of sales. “It only takes around five minutes of their time to complete each day, but the coaching has a long-lasting impact on the speed at which our methodology is adopted and, in turn, the salesperson's overall success.”

Clients who have already received the follow-up training include ADT Security, Blackbaud, CGI, Lawson Software, Manhattan Associates, Schoolnet, Siemens, SPI Dynamics, VeriSign and Workbrain.

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

About Count5, LLC

Count5® rapidly delivers sales force alignment to Manufacturing, Services and Insurance companies so they can improve speed-to-revenue of new product introductions, strategies and other CRM initiatives. Q™, from Count5, is a proactive, elegant & noise-free software communications channel that inserts the daily discipline of measurement, reinforcement and accountability into ongoing sales communications & training. Unlike alternative technologies, Q is proactive, prescriptive and requires no end-user training. Available OnDemand, Q™ can be driving a sales initiative in a matter of days.