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The Complex Sale Announces Partnership with Count5

Atlanta, GA – June 9, 2006 – Global sales methodology and consulting firm, The Complex Sale, and Count5, the leader in Sales Force Readiness solutions, today announced a partnership designed to improve sales force effectiveness for clients of The Complex Sale's R.A.D.A.R.[®] sales methodology.

Salespeople in a complex selling environment are expected to understand and adopt an overwhelming volume of information and because of this, adoption of new methodologies and processes can be slow. This can ultimately result in decreased pipeline and lost revenue.

Under the new partnership agreement, The Complex Sale will attach a customized version of Count5's Q[™] Sales Force Readiness solution to TCS instructor-led programs to accelerate adoption of the TCS R.A.D.A.R.[®] methodology. With Count5, TCS clients will receive coaching long after the TCS instructor has dismissed class. After salespeople are introduced to the R.A.D.A.R.[®] methodology in the workshop, they are then sent a series of information-rich reinforcement coaching tips every day for 21 days.

"It generally takes 21 days for an adult to form a habit," said Brad Childress, president of The Complex Sale. "With Count5, students of our methodology receive reinforcement coaching on what they have learned in class for 21 days after the workshop. This is more than a test of their knowledge. This is ongoing, information-rich coaching, created by the subject matter experts who write and deliver our class materials. It's as if they have the course leader alongside them for 21 days, reinforcing the training they've already had. We also know that salespeople are busy and impatient, so this reinforcement only takes them about five minutes a day to review and complete."

This frequent, proactive, electronic coaching delivery is far more effective than the traditional, passive approach to e-Learning. In addition to reinforcing the methodology learned in the workshops to speed time to adoption for the sales force, Count5 also offers managers daily metrics to show who has understood the material and who needs additional coaching. This immediate and consistent reinforcement, delivered in bite-sized chunks that are easy to understand, improves the speed and magnitude that salespeople understand, adopt, and effectively apply new information used to improve.

“We are very excited about this partnership,” said Eric Blumthal, Count5 CEO. “The Complex Sale is the thought leader in the sales methodology and consulting space and this partnership reinforces The Complex Sale’s commitment to Making Winning A Habit with its customers.”

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 is a software company that amplifies the success of customer acquisition and wallet share initiatives by improving the readiness of sales forces. Count5 improves sales force readiness by rapidly magnifying sales force adoption of new information and change. Count5’s patent-pending sales force readiness solution, Q SFR™, introduces measurement, continuous reinforcement and accountability to status quo readiness efforts without impacting existing workflow, technologies or sales activity. Available OnDemand, Q SFR™ can be up and running in a matter of days. For more information, call (404) 961-7350 or visit us online at www.count5.com.