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The Complex Sale Welcomes Daryl Newman

ATLANTA (April 5, 2005) – The Complex Sale, Inc. welcomes Daryl Newman, the most recent addition to its principal team.

Daryl brings more than 19 years of sales and sales management experience to The Complex Sale. Prior to joining TCS, Daryl served in many key positions with a number of companies including NYNEX, PrimeCo (now Verizon), IBM and Nextel Communications.

Most recently, Daryl served as Vice President of Industry Sales for Nextel Communications, where he helped develop key segmentation models, marketing programs and sales methodologies. Prior to his work with the Industry Sales unit of Nextel, Daryl served as area vice president for the Texas market, the company's sixth largest market area. Under his leadership, sales grew by more than 60 percent.

While at TCS, Daryl will focus on the telecom and services industries.

“Joining The Complex Sale allows me to use my 20 years of sales experience to help clients improve their sales effectiveness,” said Daryl. “My experience has shown me that sales organizations, especially in the telcom and services industries, often focus more on products and less on the decision making process and the political aspects of the deal. With TCS, I can help sales organizations in these industries increase their overall effectiveness by expanding their focus from product alone to all elements of the sale.”

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.