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**The Complex Sale Names David Stargel New VP of Sales**

*TCS Welcomes New Leadership as it Prepares to Grow its Sales Force and Expand into New Markets*

**Atlanta, GA – January 30, 2008** – The Complex Sale, Inc. announced today that it has named David Stargel its new vice president of sales.

Since joining The Complex Sale in 1995, David has successfully sold and delivered various sales effectiveness projects to some of the company's most well known and high profile clients including Deloitte, Gulfstream Aerospace, and SAP.

David sold and managed the successful rollout of the TCS methodology to over 2,000 consulting professionals at Deloitte and worked with Gulfstream to re-engineer its sales force's go-to-market strategy based on the principles and best practices of The Complex Sale.

“David brings extensive experience in the high-tech and service industries to our team and has been a key player for more than 12 years in bringing our methodology and offerings to marquee clients,” said Rick Page, TCS founder and CEO. “We are confident in his ability to lead our sales team into new markets and his dedication to making our clients successful when navigating complex sales.”

Before joining the company, David served as vice president of SAP America's southeastern district operations, where he was responsible for over \$50 million in revenue and over 80 sales and customer service employees. While at SAP, David oversaw all sales, consulting, education and customer service functions in a 10-state region.

David also served as district sales manager at SAP, leading a direct sales team responsible for Global Account Strategies for the largest global accounts in the southern U.S. It was in this role that David led the sales force to implement methodologies and strategies for managing complex sales.

Prior to SAP, David was one of the top account executives at Integral Systems, and spent several years as a top producer in sales and sales management at MSA.

In his new role as VP of sales for The Complex Sale, David will work to grow the company's sales force to include several account executives charged with expanding TCS's footprint with existing clients, as well as in new markets, through promoting the company's new product lines and offerings.

"I'm very excited to be stepping into this role for TCS," said David. "As markets have shifted and organizational needs for driving revenue have evolved, The Complex Sale has responded with new solutions and new approaches that are unique in the industry. These solutions, combined with the experience of our people, have positioned us to help companies respond to these changes and have a major impact on their bottom line."

**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 and Deloitte 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](http://www.complexsale.com)