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**The Complex Sale, Inc. Recognized As A National Sales Training
Leader in New Independent Study**

Atlanta, GA – August 7, 2006 – The Complex Sale, Inc. has been recognized as one of the country's leading vendors in the sales training arena.

The Complex Sale received accolades for its Opportunity Management, Account Management, and Sales Management Education in the newly released 2006 ESR Sales Training Vendor Guide, an independent study of the country's 15 leading sales training organizations produced by ES Research Group, Inc. (ESR).

“With corporate sales officers spending billions each year on third-party sales training programs, it is critical to know which external provider is best equipped to meet your company's unique needs,” said Dave Stein, founder and chief executive officer of ES Research Group, a leading independent authority on assessing sales performance and sales training.

In the annual ESR Vendor Guide, which is modeled after reports by Gartner, Consumer Reports, and J.D. Powers, vendors are ranked and compared to the nation's top sales training organizations based on several factors including technology expertise, customer satisfaction, return on investment, and industry focus. The ESR 2006 Guide is the result of 12 months of extensive industry research, one-to-one personal interviews with CEOs of sales training organizations and other sales industry executives, and public information.

In addition to its Opportunity, Account and Sales methodologies, The Complex Sale was lauded for its exceptional instructors and application of technology to sales productivity.

“The Complex Sale is particularly well suited to highly experienced, highly compensated sales forces,” the report states. “Every facilitator (principal) is a former vice president of sales with a successful track record.”

The report goes on to state that, “Their methodology design is adaptable, broken into key deliverables at key points in the process (work steps), that can be slotted into an existing methodology. Their online tools integrate with Salesforce.com seamlessly. However,

they also have standalone versions of their tools that can be used in conjunction with other CRM systems.”

A complete copy of the 2006 ESR Sales Training Vendor Guide is available at www.ESResearch.com.

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 ES Research Group

Based in Tisbury, Massachusetts, ES Research Group (ESR) is a business advisory firm that helps companies evaluate, select, implement, and measure their sales performance improvement programs. ESR offers a range of premium subscription-based or a la carte analytic and assessment reports, timely and insightful online seminars, and custom inquiry responses. ESR is a trusted source for premiere, unique, independent research, insight, and advice to enable informed decisions on selecting, implementing, and managing sales training and consulting companies. Visit www.esresearch.com.