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**The Complex Sale Recognized as Certified Sales Performance  
Measurement Provider by ES Research Group**

*TCS Named One of the Nation's Leading Sales Training Providers*

**Atlanta, GA – June 15, 2007** – The Complex Sale, Inc., the leader in sales methodology and consulting, announced today that it has been named a Certified Sales Performance Measurement Provider by ES Research Group (ESR). This prestigious designation recognizes The Complex Sale as one of the nation's leading providers of sales training and consulting services.

“We are excited to be recognized by ES Research as a leader in this new area of sales effectiveness,” said Rick Page, CEO of The Complex Sale. “Companies in the sales training industry have not done enough in the past to measure the effectiveness of their programs. Our firm is committed to serving our clients with world-class methodologies and the technology tools they need to successfully implement them. This designation is further evidence that we continue to lead our industry in the best practices of these services.”

ES Research Group's new Certified Measurement Program (ESR/CMP™) is the sales industry's first fully independent sales performance measurement evaluation program. The program awards a best business practice certification to sales training companies that undergo a comprehensive review and evaluation process of their performance measurement program. This process examines the full scope of the company's implementation and methods for measuring sales performance.

To be eligible for designation as an ESR Certified Provider, sales training companies must satisfy a series of ESR-prescribed service quality standards. ESR created its Certified Measurement Program to promote best practices in sales performance measurement, and to ensure that corporations have a means to quickly assess the performance improvement effectiveness of services being offered by the sales training industry.

“This is a way for skilled vendors to be recognized for their expertise and best practices,” said Al Case, Research Fellow, ES Research Group, Inc. “Our certified vendors stand

apart from other sales training providers. They've repeatedly demonstrated expertise in their field, as well as best practices, and we have recognized them as the leaders in their industry."

### **About ES Research Group**

Based in West Tisbury, Massachusetts, ES Research Group, Inc. (ESR) is a business advisory firm that helps companies evaluate, select, implement and measure their sales performance improvement programs and companies that provide them. ESR offers a range of premium subscription-based or a la carte analytic and assessment reports, teleconferences and advisory services. ESR is the trusted source by Fortune 500 companies, leading investment firms and sales and training executives at smaller high growth companies for independent research and advice on sales performance improvement. Visit [www.ESResearch.com](http://www.ESResearch.com). ESR publishes an annual Sales Training Vendors Guide, which is the industry's only independent analysis and ranking of the nation's top sales training organizations. For more information on ESR's Sales Training Vendor Guide, visit [www.ESResearch.com/salestrainingguide](http://www.ESResearch.com/salestrainingguide).

### **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 1994 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*<sup>®</sup> in your organization. For more information, call (770) 360-9299 or visit us online at [www.complexsale.com](http://www.complexsale.com).