

Media Contact:

Liz McCune
Vice President of Marketing
(770) 360-9299 ext. 101
lmccune@complexsale.com

The Complex Sale Welcomes New Principal

ATLANTA (January 31, 2006) – The Complex Sale, Inc. welcomes Brian Enright, the newest addition to its principal team.

Prior to joining TCS, Brian served as founder and president of Applied Strategies, which advises companies throughout the world how to best apply their business strategy to their sales execution process. Brian brings this expertise to TCS, where he will specialize in teaching a new series of skills-based courses to TCS clients.

Courses include the basics such as presentation skills and objection handling, to more complex skills like team selling and increasing deal revenue. The addition of this new course library allows TCS to offer its clients a complete, comprehensive solution – from sales methodology to the skills needed for execution.

“With the addition of these courses, The Complex Sale is now able to teach sales executives not only what to do but *how* to do it,” said Enright. “There are very few vendors that can offer the whole package and there’s a huge value from getting it all from the same place. My goal is to help the clients of The Complex Sale achieve better sales optimization through a total, integrated solution.”

Before founding Applied Strategies, Brian worked as an executive for Lawson Software, where he was responsible for managing and coordinating the product launch process and raising the skill level of Lawson’s sales and services employees. Brian has also served in a variety of executive roles for Dun & Bradstreet Software and Pentamation Enterprises.

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.