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The Complex Sale Announces Upcoming Executive Luncheon

TCS to share best practices of the world's greatest sales forces during executive panel discussion in Chicago on September 26, 2008

Atlanta, GA – September 3, 2008 – Leading sales methodology and consulting firm The Complex Sale, Inc. announced today the second event in its new Executive Luncheon Series, designed to help executives create a winning sales culture in their own organizations through the sharing of best practices of some of the world's greatest sales forces.

The event, “*Creating A Winning Sales Culture: Best Practices of the World's Greatest Sales Forces*,” is scheduled for Friday, September 26, 2008, at The Park Hyatt in Chicago.

The luncheon will feature a roundtable discussion with leading executives in the sales effectiveness arena, moderated by Rick Page, The Complex Sale CEO. Panelists will include Mike Ladd, president of EnablePath; Mike Scher, president of FRONTLINE Selling; Stephen D'Angelo, CEO and co-founder of Spring Lake Technologies; and David Stargel, vice president of sales, The Complex Sale.

Additional events in the series have been planned for later this year in Boston, Washington D.C., Dallas, San Francisco and Northern Virginia.

“The feedback from executives who attended our first event in Atlanta was tremendous. The room was packed and the question and answer session really confirmed the relevance of this topic to what sales organizations are trying to achieve in 2008 and 2009,” said David Stargel, VP of Sales, The Complex Sale. “We look forward to the event in Chicago and another opportunity to invite some of the foremost thought leaders in the sales arena to share their insights with other executives.”

The Chicago event is open to all interested sales executives, marketing, and financial leaders. Space is limited. To register, contact Susan Parker at sparker@complexsale.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 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.