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**FOR IMMEDIATE RELEASE**

## **FRONTLINE Selling Cements Alliance Partnership With The Complex Sale For High Value Sales**

### ***Alliance Helps Build Robust Sales, From Pipeline To Close***

**Alpharetta, GA – March 19, 2007 --** FRONTLINE Selling, the leading provider of high level, business-to-business demand-creation training solutions and outsourced services, announces an alliance partnership with The Complex Sale, Inc. (TCS), a venerable provider of sales training, sales coaching and sales consulting. The new partnership focuses on expanding the distribution of FRONTLINE's RAMP-UP™ Methodology for Advanced Prospecting Skills. Leveraging the synergies of FRONTLINE's sales prospecting methodology and The Complex Sale's sales strategy methodology, this partnership offers clients an end-to-end solution from sales planning, prospecting, coaching and training to winning more deals – along with technologies that drive success.

"Together, the firms provide sales organizations with a powerful offering that spans the length of the high-value, complex sales process, with each firm offering state-of-the-art training and methodologies within its niche," said Rick Page, CEO of The Complex Sale. "FRONTLINE Selling teaches the skills and the processes that secure the time and attention of key prospects in a Meaningful Interaction™. We use the methodology and tools of FRONTLINE Selling inside TCS and we know that the techniques bring success."

"The Complex Sale is the leader when it comes to opportunity and account management. They have proven sales methodologies, exceptional instructors, and technology for sales productivity and sales excellence," says Mike Scher, president of FRONTLINE Selling. "Adding our RAMP-UP Methodology to that portfolio is a natural extension. The Complex Sale has a world class reputation and a world class client base. Now they have an offering to help these clients create demand and uncover net-new sales opportunities by consistently gaining access to the right senior executives."

This alliance extends the offerings of both companies, while providing clients with a proven, comprehensive set of methods and tools for high-value Business-to-Business (B2B) prospecting. Under the agreement, TCS will OEM and private label FRONTLINE's RAMP-UP Advanced Prospecting Skills Workshop.

#### **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* and the new *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 to Make

Winning A Habit in your organization. For more information, call (770) 360-9299 or visit us online at <http://www.complexsale.com>.

**About FRONTLINE Selling LLC**

FRONTLINE Selling helps companies that sell "high-value" solutions become more effective at building their sales pipeline. We do this via a strategic Vision-Lock™ Selling approach providing structure, metrics, and a common language around your demand creation activities. To support Vision-Lock™, we have developed and utilize our own tactical methodology (RAMP-UP™) for execution. The result is a repeatable and measurable sales process transforming sales people into highly leveraged communicators of your value offering.

Companies large (RIM, Symantec, Microsoft, Sun Microsystems and BEA Systems) and small (Egenera, GuardianEdge and Arcsight) take advantage of FRONTLINE Selling's methodologies as either an outsourced services provider where FRONTLINE, leveraging our proprietary RAMP-UP™ methodology, identifies targeted executives and secures their TIME and ATTENTION, or as a skills development workshop where we teach these repeatable methodologies to the sales team.

Either way, sales people are able to engage in meaningful business dialogues with a highly coveted audience. The result creates net-new sales cycles with your solution at the forefront of dictating the business requirement and the buying process. For more information, please visit us on the Web at <http://www.frontlineselling.com>.

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