

Media Contact:

Liz McCune

Vice President of Marketing

(770) 360-9299 ext. 101

lmccune@complexsale.com

**The Complex Sale's Welcomes Jim Cundiff As
New Senior Demand Creation Executive**

Atlanta, GA – October 2, 2006 – The Complex Sale announced today that Jim Cundiff has joined the sales methodology and consulting firm as its new Senior Demand Creation Executive.

Jim's background in sales leadership, management and marketing spans over 20 years in a variety of industries including digital asset production, distribution and production systems, customer relationship management, and supply chain optimization. Prior to joining TCS, Jim developed and delivered sales and sales management training services to broadcast and media technology companies worldwide as an independent consultant.

Jim directed global sales and marketing efforts at Associated Press Broadcast Technology (APBT) and, under his guidance, APBT's technology became the leading automated production and support system for broadcasters worldwide. Jim has also held senior management and consulting positions with leading companies such as SEER Technologies, Scopis Technology, Baxter Planning Systems, and Burson-Marsteller Public Relations.

In his new position at The Complex Sale, Jim will manage demand creation efforts designed to raise awareness with potential clients of the TCS solution suite, directly linking key corporate decision makers with their counterparts at TCS.

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