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The Complex Sale Teams-up with Noble Systems Corp.

TCS delivers acclaimed R.A.D.A.R.® methodology workshop to leading contact center technology provider

Atlanta, GA – January 1, 2009 – Leading sales methodology and consulting firm The Complex Sale, Inc. announced today that it has teamed-up with Noble Systems Corporation (NSC) to deliver its acclaimed R.A.D.A.R.® methodology workshops and coaching sessions to the global contact center technology solution provider.

Sales leaders at Noble Systems were introduced to The Complex Sale’s winning RADAR methodology with CEO Rick Page’s sales best-seller *Hope Is Not A Strategy*. The book is required reading at the company for all management, salespeople and new hires.

“We have been using the strategies and tactics in Rick’s book for several years and for us, the RADAR session really took that to a different level and helped our team learn how to specifically apply the approach to their current pipeline opportunities,” said Chris Hodges, Senior VP of Sales and Marketing for Noble Systems.

According to Hodges, the RADAR methodology and approach to selling was a good fit with the company’s sales team because of its ease of adoption.

“The RADAR approach is effective and easy for salespeople to understand how it applies to our business,” said Hodges. “We sell high-tech, complex solutions in the software space, so a lot of the examples used in the book and courseware are very specific to our industry. There is a lot of affinity between this approach and the way we have always sold our solution, but The Complex Sale has been able to transfer to our salespeople a common vernacular and simplified process. It has absolutely helped us win business.”

About Noble Systems®

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. The scalable, integrated Noble® Solution includes advanced ACD and predictive dialing; unified contact processing for voice, e-mail and Web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting, and real-time reporting and management tools. Based in Atlanta, GA, NSC was the first vendor to offer an open, scalable, fully-distributed platform. For more information, visit www.noblesys.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.