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## **The Complex Sale Announces New Sales Management Academy**

**Atlanta, GA – September 24, 2008** – The Complex Sale, a leading sales methodology and consulting firm based in Atlanta, announced today the first in a series of two-day sales management and leadership workshops conducted by Rick Page, The Complex Sale CEO and author of best-selling *Hope is Not a Strategy* and *Make Winning a Habit*.

The first of these highly anticipated interactive workshops will be held at The Complex Sale's Atlanta offices November 12-13, 2008.

The new Sales Management Academy workshops are designed to share best practices of some of the world's greatest sales forces, helping both newly promoted and experienced sales managers create a common language, set of standards and expectations for their sales teams.

Topics include how to hire the right talent, how to get the most out of your salespeople, and how to develop a technique for evaluating and correcting sales strategies to improve your chances of winning the deals you can't afford to lose.

"Best sales performers often struggle when they become sales managers because it requires a completely different set of skills," said Page. "Additionally, most management courses aren't designed for sales managers. Our Sales Management Academy is not only created for sales managers – it's taught by them."

To register for this and other TCS workshops, contact The Complex Sale at [info@complexsale.com](mailto:info@complexsale.com) or call us at (770) 360-9299.

### **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, Apple, Gulfstream, ADT 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](http://www.complexsale.com).