

**Media Contact:**

Liz McCune

Vice President of Marketing

(770) 360-9299 ext. 101

[lamccune@complexsale.com](mailto:lamccune@complexsale.com)

**The Complex Sale Rolls-Out R.A.D.A.R.® Methodology Workshop  
to Timberland Equipment Limited**

*TCS delivers RADAR workshop to global manufacturing company*

**Atlanta, GA – April 9, 2009** – The Complex Sale, Inc. announced today that it will deliver its acclaimed R.A.D.A.R.® methodology workshop to global manufacturing company Timberland Equipment Limited.

Timberland's sales leadership became familiar with RADAR and The Complex Sale through reading CEO Rick Page's sales best-seller, *Hope Is Not A Strategy*. The methodology was a good fit for the company's complex sales cycle, which generally includes a very political buying process.

"We are unique because we are a global company with one-third of our business in the U.S., one-third in Canada, and one-third overseas," said Jeff Stewart, General Sales Manager at Timberland. "A lot of our competitors are based in Asia, so we really have to sell on value instead of price. To do that effectively, we have to sell to people higher up in the food chain, which is what RADAR enables us to do."

In addition to focusing on value-added sales in a highly competitive marketplace, salespeople at Timberland often juggle multiple complex opportunities at once, said Stewart.

"RADAR allows us to track where we are in each project and where we need to do more work to win the sale," he said. "It lays-out the methodology into a computer program that is easy for the salespeople to adopt, which we believe will be a great asset."

**About Timberland Equipment Limited**

Timberland has been designing and manufacturing winches, hoists, blocks, sheaves and derricks since 1947. They have earned an international reputation for supplying rugged and durable equipment of superior value to meet their customers' lifting and pulling requirements for material and personnel. For more information, visit them online at [www.timberland.on.ca](http://www.timberland.on.ca).

**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](http://www.complexsale.com).