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The Complex Sale Unveils R.A.D.A.R.® On-Demand for Salesforce

San Francisco – June 20, 2005 – The Complex Sale and salesforce.com [NYSE: CRM], the market and technology leader in on-demand customer relationship management (CRM), today announced **R.A.D.A.R. On-Demand** at the Summer '05 launch in San Francisco. Tightly integrated with Salesforce via the Sforce on-demand platform, and immediately available to salesforce.com customers, The Complex Sale's R.A.D.A.R. On-Demand provides step-by-step deal coaching to sales executives and sales teams, accessible through the salesforce.com CRM application. Now, for the first time, salespeople have access to in-depth coaching alongside their CRM application, enhancing the overall adoptability and success of both.

“More and more of our customers are leveraging salesforce.com’s market leading on-demand solutions. As a result, they’ve often requested that we build a tool that could be integrated with the salesforce.com interface,” said Brad Childress, president of The Complex Sale. “Salesforce.com understands the value of The Complex Sale’s methodology and shares our commitment to customer success. This partnership is a win-win situation for The Complex Sale, salesforce.com and all our clients.”

The Complex Sales’s R.A.D.A.R. On-Demand coaching functionality enhances the value of salesforce.com deployments by helping to ensure salespeople maximize all of the available benefits the solution offers.

”The coaching aligns with where they are in the sales cycle and reminds them what they need to do at that time,” said Childress. “It’s a huge benefit to our clients because it’s reinforcement to The Complex Sale training that they’ve already had. It gives the client a higher level of sales effectiveness. By having this collaborative tool to effectively communicate with their sales teams, salespeople gain more control of their opportunities, have more accurate forecasts, are able to defeat the competition, think more strategically, and increase overall customer satisfaction.”

The R.A.D.A.R. On-Demand product integration is made possible through Sforce, salesforce.com’s on-demand integration platform. Today, a variety of systems and platforms including enterprise applications, desktop solutions, mobile devices and IP phone systems integrate with Salesforce and Supportforce via the Sforce Web service

API, making key business information available to users from all of their favorite application tools.

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.

About Salesforce.com

Salesforce.com is the market and technology leader in on-demand customer relationship management (CRM). Through its award-winning salesforce.com family of products including Salesforce (<http://www.salesforce.com>) and Supportforce (<http://www.supportforce.com>), the company provides a comprehensive suite of CRM applications to help enterprises of all sizes, industries and geographies meet the complex challenge of sharing and managing information on-demand. Salesforce and Supportforce are built on the Sforce client/service integration platform and include the Customforce tool for complete on-demand customization. Sforce (<http://www.sforce.com>) and Customforce (<http://www.customforce.com>) allow customers and independent software vendors to customize and integrate salesforce.com's products, as well as build their own on-demand enterprise applications. As of April 30, 2005, salesforce.com manages customer information for approximately 15,500 customers and approximately 267,000 paying subscribers including Advanced Micro Devices (AMD), America Online (AOL), Automatic Data Processing (ADP), Avis/Budget Rent A Car (Cendant Rental Car Group), Dow Jones Newswires, Nokia, Polycom and SunTrust Banks. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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