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The Complex Sale Expands Individual Strategic Execution Skills Offerings In Response to Market Demand

Atlanta, GA – February 26, 2008 – Sales methodology and consulting firm The Complex Sale, Inc. (TCS) announced today that it is increasing its momentum in the skills training area and expanding its Sales Strategy Execution Series (SSES) offerings and delivery capacity in response to the overwhelming market demand.

The SSES library of individual skills development courses teaches sales professionals how to execute on the firm's proven R.A.D.A.R.[®] tools and selling methodology. With the addition of the SSES workshops, TCS clients are provided with a comprehensive solution that extends from sales methodology and strategy to the individual skills needed to execute in a complex selling environment.

Since it began offering the SSES workshops just two years ago, The Complex Sale has delivered its skills training series to almost 1,000 salespeople and managers nationwide. In response to the market demand, the firm has extended its delivery capabilities and added two industry veterans to the team to facilitate the popular workshop series.

“We have seen an increased demand for our SSES workshops from our customers who want to take their salespeople to the next level with the execution skills that complement our methodologies,” said David Stargel, The Complex Sale's VP of Sales. “Execution is key and with this added dimension of workshops, we are now able to offer our clients the full gamut of sales training from strategizing deals to executing the strategies that help them win the deals they can't afford to lose. With the addition of these two facilitators, we are increasing our momentum and ramping up our delivery capacity to meet this market demand.”

The SSES workshop series is modular, enabling clients to concentrate on those skill areas specific to their organization. Courses are highly interactive and taught by experienced TCS professionals. The series includes:

Negotiating for Value – Learn how to participate in the negotiating process better prepared and with more control.

Reading People and Building Preference – Learn how to read situations and adapt your behavior to get the most out of each event in the sales cycle.

Probing for Pain, Preference and Power – Learn to uncover strategic pains in your accounts and effectively link your solutions to solving these pains at the executive level.

Delivering Strategic Presentations – Learn the skills you need to craft in an effective presentation that links your solution to executive pains in a format that is relevant to your audience.

Strategic Presentation Skills – Learn how to deliver an effective presentation including how to get the audience’s attention, gain control in the first five minutes, and help the audience visualize success with your solution.

Objection Handling – Understand the true source of the questions and learn how to anticipate objections before they become a major roadblock.

Competitive Positioning – Learn where competitive traps originate and how to proactively address them. Predict the competition’s next move, gaining and maintaining control of the process.

Listening Skills – Learn how to determine a listening strategy in various situations and tune into conversations to ensure that they are hearing the meaning behind what prospects are saying – not just their words.

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* 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.