

Media Contact:

Liz McCune

Vice President of Marketing

(770) 360-9299 ext. 101

lmccune@complexsale.com

The Complex Sale Launches Sales Strategy Execution Series
Individual Skills Development Courses for Executing Selling Strategy

ATLANTA (January 31, 2006) – The Complex Sale, Inc. announces the expansion of its current offering to include a library of individual skills development courses that teach sales professionals *how* to execute selling strategies.

The addition of these new courses provides TCS clients with a complete, comprehensive solution – from sales methodology to the skills needed for successful execution – all from one place.

“By offering these in-depth skill-based courses, The Complex Sale can now help its clients with the entire sales process – from a winning sales methodology to the tactical skills salespeople need to successfully execute,” said TCS president, Brad Childress. “There has been a huge demand for this skills-based training from our customers and now we can offer them the total package, delivered by the most experienced instructors in the marketplace today.”

These highly-interactive skill development workshops are modular in fashion, enabling clients to concentrate on those skill areas specific to their organization. Courses are taught by experienced TCS principals who know, first-hand, what it takes to win in a complex selling environment.

Current course offerings include:

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. This results in an overall shortened sales cycle, better customer satisfaction, and more congruent teamwork.

Listening and Probing for Preference

Learn how to uncover strategic pains in your accounts and effectively link your solutions to solving these pains. Sell at the executive level, building value in your solution and decreasing the threat of commoditization and discounts.

Creating Strategic Presentations

Learn the skills you need to craft 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 Skills Development

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.

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.