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## The Complex Sale Names Two New Vice Presidents

**ATLANTA (August 31, 2005)** – The Complex Sale, Inc., a global sales methodology and consulting company, announced today that two of its principles – Blake Batley and Joe Southworth – have been named vice presidents of the company.

“We are proud to add both Blake and Joe to our executive team,” said Rick Page, TCS founder and CEO. “They both have an outstanding record when it comes to driving and implementing our *Make Winning A Habit* approach for clients, designed to create sustainable change in their sales organizations.”

Prior to joining TCS in September 2002, Blake Batley served in many capacities at Atlanta-based Optio Software including vice president of partner programs, vice president of worldwide sales training and development, and regional sales director. Batley’s extensive list of clients at TCS include such impressive companies as Apple Computer, Harcourt Assessment, Epson Solutions Division, and MacDermid.

Joe Southworth is a 25-year veteran of software and technology services. Prior to joining TCS in March 2001, Joe served as executive vice president of Ross Systems, where he managed worldwide sales and marketing, North American consulting services and customer support, and product development. Prior to 1989, Joe held a variety of positions with Management Science America (MSA), including product sales support, sales management, and vice president of worldwide marketing. Southworth’s clients at TCS include Docusys, Matria Healthcare, Greenwich Associates, OutlookSoft, Xede Consulting and Mitsui Babcock.

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