

**Media Contact:**

Liz McCune

Vice President of Marketing

(770) 360-9299 ext. 101

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

**The Complex Sale and Maritz Learning Team Up to Help Companies  
Improve Sales Force Effectiveness**

*Strategic Relationship Enables Maritz Learning to Provide The Complex Sale's World-Class Sales Skills Training Curriculum to Fortune 1000 Clients*

**Atlanta, GA – March 19, 2008** – The Complex Sale, Inc., a leading sales methodology and consulting company, and Maritz Learning, a division of Maritz Inc., have announced a strategic relationship enabling Maritz Learning to offer The Complex Sale's industry-leading sales skills and sales strategy curriculum to Fortune 1000 clients seeking to improve the performance of their sales forces.

The Complex Sale's industry-leading sales effectiveness programs address high-level skills such as consultative selling and sales strategy. These comprehensive programs are unique in that they take into account competitive issues as well as the political aspects of selling into a client organization. In addition, The Complex Sale offers planning tools that clients can integrate seamlessly with their Customer Relationship Management (CRM) systems.

"We're very excited to enter into this relationship with The Complex Sale, because it significantly enhances our ability to help our clients achieve and sustain new levels of sales performance," said Brian Carlin, president of Maritz Learning. "By offering the industry's premier sales effectiveness curriculum along with customized product knowledge and business process training developed by Maritz Learning, we can equip sales managers and their teams with the skills and knowledge they need to perform at their best and achieve desired business results."

"Teaming up with an industry leader like Maritz allows us to have a greater impact on our mutual clients," said Rick Page, CEO of The Complex Sale. "The advanced sales effectiveness solutions we offer, reinforced by Maritz's proven solution offering, makes it possible for us to create an even more powerful value proposition for our clients."

**About Maritz Learning**

Maritz Learning ([www.maritzlearning.com](http://www.maritzlearning.com)) enables sales and service organizations to deliver superior customer experiences and improve bottom line results, by equipping their people with the skills, knowledge and tools they need to be successful. Maritz Learning is

a division of St. Louis-based [Maritz Inc.](http://www.maritz.com), a sales and marketing services company which helps companies achieve their full potential through understanding, enabling, and motivating employees, channel partners, and customers. Maritz provides market and customer research, communications, learning solutions, incentive initiatives, meetings and event management, rewards and recognition, travel management services, and customer loyalty programs. For more information, visit [www.maritz.com](http://www.maritz.com) or contact us at 1-877-4MARITZ.

**About The Complex Sale, Inc.**

The Complex Sale, Inc. (TCS) is a sales methodology and consulting company that helps you with 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](http://www.complexsale.com).