



Media Contact:

Stephen D'Angelo
Co-founder & CEO
732-927-5241

sdangelo@springlaketech.com

THE COMPLEX SALE PARTNERS WITH SPRING LAKE TECHNOLOGIES

Atlanta, GA – October 2, 2006 – The Complex Sale, Inc., a leading provider of sales training and consulting, announced the company has formed a strategic partnership with Spring Lake Technologies (SLT), an on-demand software provider that offers solutions that predict human behavior in order to improve sales performance. Together, The Complex Sale and SLT will provide sales organizations with a unique and powerful offering that integrates strategic sales processes with predictive software technology to improve sales performance on an individual and company level. The partnership arrangement allows The Complex Sale to re-sell SLT's predictive technology solutions known as the SmartSeries to assess and profile sales professionals, assess and profile potential new hires and profile a company's prospects and/or clients to help sales professionals improve their selling effectiveness. The Complex Sale will utilize SLT's SmartSeries as a point of competitive differentiation and enhance its state-of-the-art training methodologies through this strategic partnership.

The Complex Sale is led by expert trainer and author Rick Page. Rick Page is known across the globe as one of the leading authorities on selling. He has authored two books, "Hope Is Not A Strategy" and "Make Winning a Habit - 20 Best Practices of the World's Greatest Sales Forces" that are widely read among sales professionals. The Complex Sale has trained sales organizations of some of the world's most successful companies including Amazon, Apple Computer, Deloitte, Epson America, Gulfstream, J.D. Powers, Lawson Software, Nationwide and Siemens.

"This partnership is a natural fit for both companies," said Rick Page CEO of The Complex Sale. "Spring Lake Technologies offers sales solutions that go well beyond CRM and SFA. Their ability to predict seller and buyer behavior will enable us to help our clients clearly understand why their "A" performers perform as they do and how to get the "B" and "C" players to perform more like "A's". This is a problem for every sales executive I know. Before we partnered with SLT, we looked at many of the hiring profiling and survey tools on the market. They all focused merely on personality where SLT developed a technology solution that integrates multiple raters to identify critical behaviors required for success in selling."

“Teaming up with The Complex Sale allows Spring Lake Technologies to offer our innovative predictive technologies to the large market enjoyed by The Complex Sale,” said Stephen D’Angelo Co-founder and CEO of Spring Lake Technologies. “We are very fortunate to partner with Rick and his team. They are highly respected as the gurus of selling and for them to endorse our solution and make it part of their offering speaks volumes of our capability to improve sales performance.”

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 Spring Lake Technologies

Spring Lake Technologies www.springlaketech.com offers on-demand software solutions (SmartSeries) that predict human behavior and leverage this information to improve sales performance. SLT’s Predictive Technology called SmartProfiling allows sales organizations to identify specifically what is the “Selling DNA” of their “A” performers and what differences exist in the lower performing “B” and “C” players. Through this identification, sales leadership is provided with guidance on how to help the “B” and “C” players execute more like the “A” performers. SLT’s SmartHiring technology can predict a candidate’s probability of success and SmartSelling predicts prospect/client behavior so sales professionals can anticipate actions and more appropriately adjust tactics and strategies to be in stronger alignment with the prospect/client. To contact Spring Lake Technologies, call 732-927-5241.

###