



Media Release

The Complex Sale Partners with VALIDITY Coaching to Offer Winning Sales Effectiveness Methodology to Asia-Pacific Region

Established Australian-based coaching firm to deliver TCS suite of solutions to international customers throughout entire Asia Pacific Region

ATLANTA, GA (June 01, 2012) – Leading sales and consulting firm, The Complex Sale (www.complexsale.com), today announced that it has joined forces with Australian-based VALIDITY Coaching to expand its presence in the Asia-Pacific market.

VALIDITY, an established corporate coaching firm headquartered in Melbourne, Australia, delivers proven and robust sales effectiveness and sales leader coaching programs that have produced outstanding results for their clients. VALIDITY coaches will be certified on the full catalog of TCS sales enablement services and solutions and will represent, deliver and support the TCS suite across the entire Asian and South Pacific region.

“VALIDITY is an established player in this part of the world and their reputation in the Asia-Pacific region for sales effectiveness coaching is exemplary,” said David Stargel, vice president of sales for The Complex Sale. “Not only do they already have the infrastructure, but their service offerings are very complimentary to those of The Complex Sale. This partnership allows us to expand our offerings to new international markets, as well as a way for VALIDITY to expand what they currently offer their client base.”

VALIDITY will begin delivering The Complex Sale’s well-known RADAR® - Winning Opportunity Strategies and Consultative Selling Skills 2.0 workshops in the very near future.

“Our entire organization is excited by the opportunity to work with The Complex Sale to provide all clients with every support and development to achieve their success” said Chris Tandridge, CEO of VALIDITY Coaching. “The Complex Sale’s expansive range of powerful, well-established and highly successful solutions and tools is a very exciting addition to our range of offerings. With our team located throughout the Asia Pacific region, we look forward to providing local support.”

About VALIDITY Coaching

Established in 2006, VALIDITY Coaching has the people, the talent and the systems your organization needs to grow and achieve even greater success. Located throughout the entire Asia Pacific Region, with head offices in Melbourne, our coaching team collectively offers over 500 years of coaching experience. Each team member has held key executive and sales roles and has many years of business experience. It is this depth of business knowledge and experience, combined with the local knowledge and cultural sensitivity, that provides for outstanding outcomes. For more information, visit www.validitycoaching.com.



About The Complex Sale

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 leading companies such as Siemens One, SAP, Abbott, Lawson and Deloitte 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. For more information, call (770) 360-9299 or visit us online at www.complexsale.com.

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