

WILSON LEARNING CHINA ANNOUNCES
FORTHCOMING AVAILABILITY OF NEW SALES
EFFECTIVENESS SUITE

Beijing, China — July 1, 2004 — Wilson Learning Worldwide, a global provider of Human Performance Improvement solutions, announced today that Wilson Learning China will release its newly updated Sales Effectiveness suite in Chinese. Over the past 15 months, Wilson Learning has released several new Sales Effectiveness and Leadership programs in English. This most recent announcement underscores the company's commitment to continually developing solutions that help organizations create synergy between people and business strategy on a global basis.

for immediate release

Specifically, Wilson Learning China will modify and enhance two core offerings: *The Counselor Salesperson* (CSP) and *The Versatile Salesperson* (VSP). It will also release its new *Counselor Prospecting: Find and Access Better Business* program. The new programs – scheduled for fall 2004, winter 2004, and spring 2005 releases, respectively – will form a full suite of Sales Effectiveness offerings. Implemented in conjunction with *Salesperson Navigator*, Wilson Learning's new performance measurement system to be released in the summer of 2004, the new suite will offer a true Human Performance Improvement solution that gets lasting results.

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"To compete and win in today's environment, new and existing salespeople need to get up to speed quickly, and organizations need to see results more quickly," says David Yesford, vice president of product management, Wilson Learning Worldwide. "Our new Sales Effectiveness suite in Chinese will give organizations a sustained advantage by making both of these imperatives an everyday reality."

CSP has been instrumental in building skills for millions of salespeople worldwide for nearly 40 years on the premise that people love to buy but hate to be sold. VSP adds versatility to the sales process based on the fact that people buy from people they're comfortable with. The *Counselor Prospecting* program augments the proven consultative sales process, advocated in CSP, to better prepare salespeople to identify strong prospects, discover key information about those prospects, and determine just which prospects are most worthy of pursuit. *Counselor Prospecting* also helps salespeople develop the skills necessary to access critical call points within prospective accounts.

"If you create a workplace environment where your people's knowledge and skills are reinforced, cultivated, measured, and enabled, they'll perform at higher levels and find their work more fulfilling," says Francis Lam, president of Wilson Learning China. "Our new Sales Effectiveness suite helps organizations transform learning into an experience, which leads to improved time to proficiency, speed to results, and enduring performance improvement."

About Wilson Learning

Wilson Learning is a global leader in Human Performance Improvement solutions for Fortune 500 and emerging organizations, with operations in the United States and 30 other countries worldwide. The company creates synergy between people and business strategy through an extensive range of world-class content, technology, and services. Its integrated offerings include strategic consulting and strategy implementation, innovative assessment and selection systems, performance-based measurement tools, top-notch performance consultants, and leading-edge electronic and blended learning solutions. More information about Wilson Learning is available online at www.wilsonlearning.com or by calling 800.328.7937.