

## NEW WILSON LEARNING STUDY SHOWS IMPACT OF BUSINESS CONSULTING SKILLS ON SALES PERFORMANCE

**Edina, Minn. — Feb. 23, 2005** — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the release of its latest research study, *Enhancing Sales Performance Through Business Consulting Skills*. The study, which demonstrates the disparity in success among salespeople with and without business consulting skills, is the fifth in a series of research studies being released by Wilson Learning.

“It’s simply not enough for salespeople to listen for customer needs, present features and benefits, and ask for a buying decision,” says Michael Leimbach, Ph.D., vice president of research and design, Wilson Learning Worldwide. “Salespeople also need to be effective business consultants – experts who can deal with complex systems issues and help facilitate change in client organizations.”

According to the study, traditional sources of competitive differentiation – a superior product or service, increased size through mergers and acquisitions, or reductions in price – no longer suffice in today’s business environment. Instead, many of today’s leading sales organizations are creating competitive advantage by providing salespeople with business consulting skills.

“By learning a consultative process and identifying more appropriate ways in which to gain an understanding of the customer’s business – then applying these methods effectively – salespeople begin to approach clients from a more strategic standpoint, and develop more profitable and compelling solutions,” says David Yesford, vice president of product management, Wilson Learning Worldwide. “The better the business consultant, the better the sales performance.”

The new study is available for download in its entirety at [asp.wilsonlearning.com/pdf/cwc\\_study.pdf](http://asp.wilsonlearning.com/pdf/cwc_study.pdf).

### 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](http://www.wilsonlearning.com) or by calling **800.328.7937**.

for immediate release

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