

WILSON LEARNING ANNOUNCES AVAILABILITY
OF NEW COUNSELOR PROSPECTING PROGRAM

Edina, Minn. — March 23, 2004 — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the release of its new *Counselor Prospecting: Find and Access Better Business* program. This latest release emphasizes the company's ongoing commitment to developing sales effectiveness solutions specifically designed to provide today's salesperson with a lasting competitive advantage in an increasingly complex business-to-business selling environment.

"Far too many sales organizations view prospecting as simply the act of maintaining a full pipeline," says David Yesford, vice president of product management for Wilson Learning Worldwide. "The problem is, not every lead is a promising lead. *Counselor Prospecting* gives salespeople a much-needed edge, in that it shows them how to focus their time and energy on opportunities that are "good" for the client and for the selling organization, leading to positive outcomes for both."

Sales organizations that use *Counselor Prospecting* to augment a proven consultative sales process, such as that advocated in Wilson Learning's *The Counselor Salesperson*, are better prepared to identify strong prospects, discover key information about those prospects, and determine just which prospects are most worthy of pursuit. The *Counselor Prospecting* program also helps salespeople develop the skills necessary to access critical call points within prospective accounts.

"Today's business-to-business sales environment grows increasingly more complex by the day," says Tom Roth, president of Wilson Learning Corporation. "Sales organizations just can't assume the risks inherent to allocating limited resources based on the notion that 'everyone is a prospect.' Budgets are tight, margins are thin, and time is of the essence."

Available immediately, *Counselor Prospecting* is a practical, one-day, facilitator-led sales effectiveness program designed for organizations competing in broad horizontal and vertical markets. Coupled with Wilson Learning's newly enhanced and updated *The Counselor Salesperson* program, *Counselor Prospecting* provides a critical link in the sales process by showing salespeople how to access key decision-makers with precision and purpose.

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**.

for immediate release

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