

## NEW STUDY FROM WILSON LEARNING DEMONSTRATES POWER OF INTERPERSONAL VERSATILITY IN CONTEXT OF SALES

**Edina, Minn. — September 30, 2004** — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the release of its latest research study, *Versatility: The Key to Sales Performance*. The study, which demonstrates the power of interpersonal versatility in the context of sales, based on in-depth original research, is the first of many to be released by the company over the next several months.

“What we discovered is that organizations can realize as much as a 53 percent increase in market share by preparing their salespeople to apply interpersonal versatility when interacting with customers,” says Michael Leimbach, Ph.D., vice president of research and design, Wilson Learning Worldwide. “Just imagine the impact interpersonal versatility could have if every salesperson had the skills necessary to temporarily adjust their social style to open up the lines of communication with internal and external customers!”

The study’s findings clearly demonstrate that interpersonal versatility is critical to building long-term customer relationships. Market share performance data was collected for a full year, beginning three months prior to instruction and concluding nine months following instruction. Those salespeople who only received conventional sales skills training actually lost market share, down 26 percent, in part due to the introduction of a new product by a competitor. But those who also received sales versatility skills training managed to increase market share by 11 percent, despite a new competitive product on the market.

“People buy from people they’re comfortable with,” says David Yesford, vice president of product management, Wilson Learning Worldwide. “Salespeople who can quickly build rapport have a distinct competitive advantage, in that this skill allows the salesperson to understand and then respond to the customer’s needs, priorities, and interests better than the competition.”

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