

NEW WILSON LEARNING STUDY DEMONSTRATES VARYING DEGREES OF SALESPERSON SUCCESS RELATIVE TO LEVEL OF CONSULTING SKILLS

Edina, Minn. — Mar. 10, 2005 — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the release of its latest research study, *Determining the Consultant Skills Required of Salespeople*. The study, which defines the three primary levels of business consulting skills and demonstrates the business impact relative to providing salespeople with each distinct level of consulting skills, is the sixth in a series of research studies being released by Wilson Learning.

“For many organizations, it’s a given that salespeople need some sort of business consulting skills to achieve ongoing success in today’s business landscape,” says Michael Leimbach, Ph.D., vice president of research and design, Wilson Learning Worldwide. “What’s interesting is that ‘consulting’ means so many different things to so many different people. For some, consulting is synonymous with strategic-level discovery. Others see it as understanding core operational strategy. Still others equate it with the ability to conduct executive-level sales meetings.”

According to the study, salespeople who can consult with clients truly know the business of a customer’s business, understand the customer’s business processes and critical success factors, and can position their offering in a way that directly links to the customer’s vision and strategy. These salespeople can better penetrate key accounts, uncover underlying business issues impeding performance, make appropriate solution recommendations tied to business strategy, and develop win-win, long-term customer relationships that grow stronger with each collaborative initiative.

“What we found is that while even basic consulting skills can enhance salesperson performance significantly, the efficacy of those skills tend to plateau relatively quickly, because those salespeople still lacked the skills necessary for understanding the customer’s strategic direction and critical success factors,” says David Yesford, vice president of product management, Wilson Learning Worldwide. “In contrast, those salespeople who also received advanced consulting development discovered that their knowledge around strategy execution really resonated with high-level decision makers. What’s more, their performance not only improved – and with greater acceleration over the duration of the study – but also gave every indication of continuing to do so well into the future.”

[Click here](#) to download the research report for free in its entirety.

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**.

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