

WILSON LEARNING CHINA TO CONTINUE SALES EFFECTIVENESS INITIATIVE WITH RELEASE OF SALESPERSON NAVIGATOR

Beijing, China — July 6, 2004 — Wilson Learning Worldwide, a global provider of Human Performance Improvement solutions, today announced that Wilson Learning China will release its *Salesperson Navigator* performance measurement system in Chinese. The announcement further illustrates Wilson Learning's commitment to offering relevant, up-to-date solutions that link professional development directly to business strategy on a global basis. It also sets the stage for what's to come from the company in terms of new and improved Sales Effectiveness offerings in various world languages.

for immediate release

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"Executives responsible for the performance of their organization's sales force need to know – not just think – that their salespeople have what it takes to compete and win in today's environment," says Francis Lam, president of Wilson Learning China. "*Salesperson Navigator* enables them to not only determine each salesperson's readiness to compete, but also provides invaluable insight into where to invest for maximum return."

The Chinese version of the *Salesperson Navigator* measurement system is a robust offering with exceptional functionality and flexibility. It features: an online data collection process that provides end-user customers with the opportunity to share feedback in their own words, streamlined feedback sessions for individuals, selected groups and the executive suite, and numerous reporting options.

"Now more than ever, sales organizations need to develop their ability to compete based on concrete, real-world data, not just bits and pieces of disparate information," says David Yesford, vice president of product management, Wilson Learning Worldwide. "*Salesperson Navigator* offers this kind of clarity to both sales executives and individual salespeople, allowing them to focus their performance improvement efforts so they can achieve sustainable advantage in today's no-nonsense business environment."

The Chinese version of the *Salesperson Navigator* performance measurement system is scheduled for release in later summer 2004.

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.