

## NEW STUDY FROM WILSON LEARNING SHOWS POWER OF CONSULTANT/STRATEGIST SKILLS IN CONTEXT OF SALES

**Edina, Minn. — October 21, 2004** — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the release of its latest research study, *Sales as a Source of Competitive Advantage: How Salespeople Differentiate Their Offering*. The study, which demonstrates the power of a consultant/strategist mindset in the context of sales, is the second in a series of studies to be released by the company over the next several months, further emphasizing the impact that sales effectiveness can have on an organization's bottom line.

"Just as interpersonal versatility skills are key for sales organizations looking to offset competitive pressures, instilling the concept of acting as both consultant and strategist in your salespeople is key to differentiating your offering – especially in highly competitive marketplaces," says Michael Leimbach, Ph.D., vice president of research and design, Wilson Learning Worldwide.

The study clearly shows that organizations that focus on developing their salespeople's strategist skills in addition to their consultant skills are much more likely to realize a sustained competitive advantage in the marketplace. This is because salespeople who apply both skill sets in tandem need not solely rely on brand recognition or even product performance to succeed. They can identify and respond to customer needs, priorities, and interests better than the competition. And they can do so while ensuring that each opportunity they pursue and every activity they engage in will also benefit the organization.

"It's not enough for salespeople to act as solution consultants on behalf of their customers," says David Yesford, vice president of product management, Wilson Learning Worldwide. "Because unless they also develop sales strategies designed for optimal return for their own organization, the revenue stream may broaden, but at the risk of net income slowing to a trickle."

The new study is available for download in its entirety at [asp.wilsonlearning.com/pdf/consultant-strategist\\_study.pdf](http://asp.wilsonlearning.com/pdf/consultant-strategist_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**.

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