

## NEW WILSON LEARNING STUDY SHOWS ROI OF A HUMAN PERFORMANCE IMPROVEMENT APPROACH TO SALES FORCE DEVELOPMENT

**Edina, Minn. — Jan. 12, 2005** — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the release of its latest research study, *A Human Performance Improvement Approach to Sales Effectiveness: How Combining Training and Leadership Add Value to the Organization*. The study, which demonstrates the impact of taking a systematic approach to sales force development, is the fourth in a series of studies to be released by the company over the next several months.

“Salesperson training alone can produce improved sales performance, but improvements in sales performance are much more significant when accompanied by changes in the sales environment,” says Michael Leimbach, Ph.D., vice president of research and design, Wilson Learning Worldwide. “In fact, our research shows that sales force development can be as much as 67 percent more effective when coupled with learning application and the integration of learning tools designed to support the continued development of new skills.”

According to the study, when an organization moves away from a traditional training mindset to one that employs a human performance improvement framework, that organization can realize greater and more sustained improvements in not only individual salesperson performance, but also overall sales force performance.

“This study confirms an everyday constant that Wilson Learning applies when developing integrated solutions: that while salesperson training alone can improve sales performance, using a human performance improvement framework can produce much greater results,” says David Yesford, vice president of product management, Wilson Learning Worldwide. “What’s more, the study dispels the myth that the costs of implementing a human performance improvement initiative outweigh the benefits of such an initiative. The truth of the matter is, the return on investment associated with incorporating learning reinforcement and other critical support mechanisms actually exceed the return on investment of isolated training events alone.”

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