

WILSON LEARNING AND BEST-SELLING AUTHOR
DAVID MCNALLY PARTNER TO OFFER LIVE SALES
CONFERENCE ENHANCEMENT SOLUTIONS

Edina, Minn. — May 16, 2005 — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced that it has entered into a strategic business agreement with best-selling author David McNally to offer integrated solutions for enhancing live sales conferences.

“David McNally delivered an inspirational keynote address at our own global sales conference, and I’ve seen the impact he has on people’s willingness to step up and be accountable for adding value,” says Tom Roth, president of Wilson Learning Corporation. “This strategic alliance underscores Wilson Learning’s commitment to helping organizations and individuals achieve performance with fulfillment – a critical balance that makes all the difference.”

Sales meetings are vital yet share a common problem: Information overload can make them dull, and lack of engagement and follow-through can make them wasteful. The likelihood that sales reps will retain and use product knowledge, or implement a new sales approach or technology, is directly tied to their enthusiasm and commitment. The combination of McNally’s powerful motivational speaking ability and Wilson Learning’s flexible, integrated learning solutions will turn everyday events into critical turning points for all types of organizations.

“The way to make a distinctive, enduring impression on a customer or potential customer is to ensure that who you are, what you say you are, and what that person experiences from you are the same time and time again,” says David McNally.

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.

About David McNally

David McNally is the author of two best-selling books: *Even Eagles Need a Push – Learning to Soar in a Changing World* and *The Eagle’s Secret – Success Strategies for Thriving at Work and in Life*. He is also the producer of the highly acclaimed inspirational films “The Power of Purpose” and “If I Were Brave.” McNally’s books have been translated into 12 different languages, and developed into films and corporate training programs released in more than 20 countries. His clients includes some of the world’s most successful companies: American Express, Pfizer, Pulte Homes, and many more. For more information about McNally, visit www.davidmcnally.com.

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