

## WILSON LEARNING ANNOUNCES NEW POSITION PAPER ON SALES LEADERSHIP

**Edina, Minn. — August 25, 2006** — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the availability of its latest white paper, *Integrated Sales Leadership: Managing the Process, Leading the People*. The new paper illustrates Wilson Learning's position around effective sales leadership in today's dynamic business environment.

"It still happens all the time," says Tom Roth, President of Wilson Learning Corporation. "A top performing salesperson is promoted to a sales manager. But the fact remains, just because this person is a top salesperson, doesn't mean they have the skills to be a successful sales leader."

According to the new white paper, the cost of having an ineffective sales manager goes way beyond just the cost of hiring and training that manager. Companies can save millions by recognizing which salespeople will be successful as sales leaders and then preparing them for this role.

So what leads some to struggle and others to thrive? "Through Wilson Learning's 40-plus years of experience in sales force effectiveness, we've found that in order for a new sales manager to thrive, they must transition from a sales role that has one primary purpose, to a leadership role with two primary purposes; Managing the sales process and leading the salespeople," says Michael Leimbach, Ph.D., Vice President of Research and Design, Wilson Learning Worldwide. "When these dual roles are integrated, a sales leader can effectively engage salespeople in fully committing their energy, creativity, and talents."

Leaders who are really able to embrace and integrate these dual roles express an excitement about the possibilities of leadership. To them, leadership is being of service to others; despite the challenging times they face, there is an energy, excitement, and hope about the future that is inspiring to all those around them.

The white paper, *Integrated Sales Leadership: Managing the Process, Leading the People*, can be downloaded for free in its entirety at [www.wilsonlearning.com](http://www.wilsonlearning.com) under the Research link, then White Papers.

### 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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