

WILSON LEARNING ANNOUNCES AVAILABILITY OF NEW SALES LEADER NAVIGATOR 360 DEGREE SOLUTION

**Edina, Minn. — November 21, 2006** — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the availability of its new *Sales Leader Navigator* performance measurement system. The release continues to emphasize Wilson Learning’s commitment to offering relevant solutions that link individual’s in an organization directly to their business strategy. This launch operationalizes the measurement of competencies articulated in the recent release of the Wilson Learning point-of-view white paper, *Integrated Sales Leadership: Managing the Process, Leading the People*.

for immediate release

“With competing resource demands and the stresses of a today’s volatile marketplace, time and money spent on efforts to improve human performance through learning approaches must yield a maximum return to the individual and the organization,” says David Yesford, Vice President of Solution Management, Wilson Learning Worldwide. “The *Sales Leader Navigator* is a means to secure that objective by identifying the current level of sales leadership skills versus future needs for an organization’s sales leadership talent, and guiding the development investment for optimum effectiveness.”

press contact

*Sales Leader Navigator*, based on over 40 years of experience with salespeople and sales managers and extensive research, is a multi-rater 360-degree measurement tool that provides personalized feedback and development planning for fine-tuning the performance of sales leaders. The tool adds value for individual leaders by powerfully highlighting development needs, measuring the impact sales leaders have on the effectiveness of your sales process.

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“It’s an all-too common scenario, when top performing salespeople get promoted to sales managers, and the organization later discovers that the skills and perspectives that made this person one of the best salespeople are not contributing to the person’s success as a sales manager,” says Tom Roth, President of Wilson Learning Corporation. “In fact, it may be contributing to their lack of success, and could ultimately cost the organization millions.”

Wilson Learning offers *Sales Leader Navigator* in two standard versions: The Growth Sales Leader and Strategic Sales Leader. The measurement tool contains a large database of fully-researched competencies and behaviors, and global competencies are available for all standard versions where applicable. It also includes new reporting features, new on-the-job activities, updated course recommendations and new book recommendations complete with summaries. For more information, go to [www.wilsonlearning.com](http://www.wilsonlearning.com).

**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**.