

WILSON LEARNING ANNOUNCES LAUNCH OF NEW PROGRAM, *TURNING INFORMATION INTO SALES: AN APPROACH TO ADVANCED DISCOVERY*

Edina, Minn. — October 20, 2005 — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the availability of *Turning Information Into Sales: An Approach to Advanced Discovery*. The announcement further emphasizes Wilson Learning's ongoing commitment to developing sales effectiveness solutions specifically designed to provide today's salesperson with a lasting competitive advantage in an increasingly complex business-to-business selling environment.

for immediate release

"By understanding your customer's business more deeply, you can add value by better aligning your solutions with the customer's business problems rather than just selling products," says Tom Roth, President of Wilson Learning Corporation. "Simply stated, really understanding your customers and their issues is critical to gaining a competitive edge."

Building on concepts and tools from the Wilson Learning program *Consulting with Clients, Turning Information into Sales* is a one-day session that takes an in depth look into developing advanced discovery skills and transforming that information into compelling solutions for participant's clients' and profitable sales for their own organization. Participants will leave with new ideas on how to bring one of their own real business opportunities forward. This solution provides the latest consultative thinking in today's business environment.

press contact

Kim Killoran
Wilson Learning Corporation
952.828.8770
kim_killoran@wilsonlearning.com

"It's really about turning information into intelligence around your client's business situation by uncovering the meaning and importance behind all the facts," says David Yesford, Vice President of Product Management, Wilson Learning Worldwide. "Effective discovery allows for more sales, better sales, increased revenue and greater client partnerships."

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.