

## NEW WILSON LEARNING STUDY SHOWS IMPACT OF EFFECTIVE SALES MANAGEMENT ON TOP-LINE BUSINESS PERFORMANCE

**Edina, Minn. — December 22, 2004** — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the release of its latest research study, *Sales Management as a Source of Competitive Advantage: How Sales Managers Add Value to the Organization*. The study, which demonstrates the importance of effective sales management not only on sale force performance, but also top-line business performance, is the third in a series of studies to be released by the company over the next several months.

“While most sales organizations place heavy emphasis on the professional development of their salespeople, many don’t place nearly as much emphasis on the development of their sales managers,” says Michael Leimbach, Ph.D., vice president of research and design, Wilson Learning Worldwide. “The assumption is that top-flight salespeople have what it takes to be effective sales managers by default. But what we found is that many salespeople-turned-managers tend to take on the role of ‘super closer’ or ‘heroic manager,’ which is not synonymous with being an effective leader.”

According to the study, organizations that recognize this tendency – and are committed to providing their sales managers with focused leadership development – can enjoy as much as a 29 percent increase in top-line revenues. The study also shows that much of the difficulty high-performing salespeople experience when transitioning to sales managers can be attributed to situational differences – that the environment in which a sales manager thrives is significantly different than that in which a salesperson thrives.

“This study provides convincing evidence that a sales manager’s leadership skills ultimately drive all three primary indicators of sales force performance: sales revenue, customer satisfaction, and salesperson satisfaction,” says David Yesford, vice president of product management, Wilson Learning Worldwide. “And because effective sales leadership leads to more satisfied salespeople and customers, the impact is sustained over the long term.”

The new study is available for download in its entirety at [asp.wilsonlearning.com/pdf/sales\\_mgmt\\_study.pdf](http://asp.wilsonlearning.com/pdf/sales_mgmt_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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### press contact

Bob Oas  
952.828.8676  
Wilson Learning Corporation  
[bob\\_oas@wilsonlearning.com](mailto:bob_oas@wilsonlearning.com)