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Wilson Learning Selected as a Top 20 Sales Training Company by *Selling Power* Magazine for Fifth Consecutive Year!

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Wilson Learning Worldwide announced today that it was selected by *Selling Power* as one of the 2017 Top 20 Sales Training Companies. For more than 50 years, Wilson Learning has equipped salespeople, sales leaders, and sales enablement and support professionals with strategies, tools, and approaches to advance sales performance and achieve business results.

According to *Selling Power* publisher and founder Gerhard Gschwandtner, sales training continues to be of paramount importance in a digital age. “We have now entered the era of Sales 3.0, which means balancing advanced technological tools with the human element of selling,” says Gschwandtner.

“This list of the Top 20 Sales Training Companies is a critical tool for sales leaders. Anyone who wants to enhance the productivity and performance of salespeople should consider the companies on this list – each of which can help provide the increased support, coaching, and training necessary to help salespeople learn to navigate relationships with today’s empowered buyer.”

The four main criteria used in selecting the companies for this year’s list were:

1. Depth and breadth of training offered
2. Innovative offerings (specific training courses, methodology, or delivery methods)
3. Contributions to the sales-training market
4. Strength of client satisfaction

Selling Power editors say the firms on the 2017 Top 20 Sales Training Companies list are uniquely positioned to help sales leaders create organizations that will succeed and remain competitive in today’s selling environment.

“Wilson Learning is honored to receive this recognition for the fifth consecutive year,” said Ed Emde, President of Wilson Learning Corporation. “As selling becomes increasingly more challenging, we are committed to aligning our sales solutions with our clients’ sales and business priorities to improve the impact of their sales teams and business performance.”

To learn more, contact Wilson Learning at www.WilsonLearning.com or 800.328.7937.

See the list at sellingpower.com.

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About Wilson Learning—Improving Performance Through People

Wilson Learning is a global leader in developing sales organizations worldwide. For 50 years, we have equipped sales representatives, sales leaders, and service and support professionals with the strategies, skills, and processes to increase revenue, grow margins

and profitability, and outmaneuver the competition. Our holistic approach combines proven sales development content, consulting expertise, and coaching with an array of learning services and an award-winning reinforcement and sustainment system. Our sales solutions align with clients' sales and business priorities to drive superior sales and business performance. Wilson Learning is a global leader with operations in more than 50 countries worldwide, incorporating more than 30 languages. For more information, visit www.WilsonLearning.com or call 800.328.7937.

About *Selling Power*

In addition to *Selling Power*, the leading digital magazine for sales managers and sales VPs since 1981, Personal Selling Power, Inc. produces the *Sales Management Digest* and *Daily Boost of Positivity* online newsletters, as well as a 5-minute video series featuring interviews with top executives. *Selling Power* is a regular media sponsor of the Sales 3.0 Conference.