

## Wilson Learning Named to *Selling Power* Magazine's 2016 Top 20 Sales Training Companies List

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Wilson Learning, a global provider of sales and leadership development solutions, announced today that it has been selected as one of the [Top 20 Sales Training Companies](#) that excel in helping sales leaders improve the performance of their sales teams. The list appears in the June issue of *Selling Power* magazine, which will be mailed to subscribers in the first week of June.

According to *Selling Power* publisher and founder Gerhard Gschwandtner, sales training is a vital component of a high-performance sales organization. "Sales training is a competitive differentiator for top-performing sales teams," says Gschwandtner. "Sales leaders should use this list of the Top 20 Sales Training Companies to see which companies are offering the best and most advanced offerings available on the market today."

Each sales training company featured on this year's list offers sales organizations the following benefits:

- Provides a consultative experience
- Quantifies results with metrics
- Offers customization and post-training support
- Has a documented track record of ROI and customer satisfaction

The four main criteria *Selling Power* considered when selecting the top sales training companies 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 included on the 2016 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 fourth consecutive year," said Ed Emde, President of Wilson Learning Corporation. "Our ability to provide solutions specific to our clients' needs that deliver measurable business impact is what sets Wilson Learning apart. We strive to continue our tradition of providing approaches, strategies, and tools that advance the success of sales professionals around the globe."



for immediate release

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For more information, visit Wilson Learning at [www.WilsonLearning.com](http://www.WilsonLearning.com) or 800.328.7937.

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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 improve the impact of their sales teams and business performance. Wilson Learning is a global leader in human performance improvement solutions with operations in more than 50 countries worldwide, including Japan and the United States, incorporating more than 30 languages. For more information, visit [www.WilsonLearning.com](http://www.WilsonLearning.com) or call 800.328.7937.

#### **About Selling Power**

In addition to *Selling Power* magazine, the leading periodical for sales managers and sales VPs since 1981, Selling Power Inc. produces the Sales Management Digest and Daily Boost of Positivity online newsletters, as well as a five-minute video series featuring interviews with top executives. Selling Power is a regular media sponsor of the Sales 2.0 Conference.