

WILSON LEARNING SELECTED AS A TOP 20 SALES TRAINING COMPANY FOR EIGHTH CONSECUTIVE YEAR

Edina, Minn., USA—February 25, 2016

Wilson Learning Worldwide announced today that it was selected by TrainingIndustry.com as one of the 2016 Top 20 Sales Training Companies. Wilson Learning is a global provider of Human Performance Improvement solutions.

As part of its commitment to continuously monitor the sales training marketplace for the best providers and services, TrainingIndustry.com released its 2016 Top 20 Sales Training Companies list. TrainingIndustry.com uses a rigorous selection process that is independent of advertising commitment and reflects a genuine assessment of leading providers of training programs and services.

Selection of the Top 20 Sales Training Companies was based on the following criteria:

- Industry recognition and impact on the sales training industry
- Innovation in the sales training market
- Company size and growth potential
- Breadth of service offering
- Strength of clients served
- Geographic reach

“The companies considered for the 2016 Top 20 Sales Training Companies list are some of the most impressive we’ve ever evaluated,” said Ken Taylor, President, Training Industry, Inc. “This year’s list continues to highlight the best providers of sales training, one of the segments in the training industry that is very open to innovation even though the majority of its services are delivered through instructor-led training.”

“Wilson Learning is honored to receive this recognition,” said Ed Emde, President of Wilson Learning Corporation. “As selling becomes increasingly more challenging, we are committed to maximizing the power of our clients’ sales talent. This recognition as one of TrainingIndustry.com’s Top 20 Sales Training Companies for the eighth straight year is a testament to how our sales solutions align with our clients’ priorities to improve the results of their sales teams around the globe.”

To learn more, contact Wilson Learning at 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 or call **800.328.7937**.

About Training Industry, Inc.

TrainingIndustry.com spotlights the latest news, articles, case studies, and best practices within the training industry. The company’s focus is to help dedicated businesses and training professionals get the information, insight, and tools needed to more effectively manage the business of learning.



for immediate release

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