



# Wilson Learning



## Award-Winning Global Sales & Leadership Development

ATD 2024



# About Wilson Learning

- Global Footprint
- Industry Awards
- Modalities
- Client Testimonials
- Leadership Effectiveness
- Thought Leadership



**55+** Years

**50+** Countries

**30+** Languages

- A learning services company helping organizations improve performance through people
- Expertise in leadership and sales leadership development, leadership assessment, and leadership effectiveness consulting

# Wilson Learning AWARD WINNING PARTNER





## Options for Implementation, Flexibility, and Ease

### Face-to-Face



This traditional approach allows participant interaction during role-plays and exercises to increase training effectiveness.

### Virtual



This approach retains live interaction while providing flexibility for audiences to come together from multiple locations.

### Digital



This approach uses a powerful collaborative learning platform to deliver content, with audiences coming together for virtual application support.



“ ”

*“You have created a great relationship with our company, and your programs have become part of our culture. We want to continue our relationship with Wilson Learning for a long, long time into the future, even beyond my tenure at the company.”*

—Sr. Sales Training Manager,  
Leading Animal Nutrition Company

*“It feels so good to work with a company that practices what it teaches.”*

—Field Marketing Director,  
National Healthcare Provider

*“Wilson Learning is often my team’s benchmark by which I evaluate other vendors. And I can genuinely say that they remain the top ranked within my team.”*

—Director, Leadership Development and  
Wellness, Leading National Medical Group





“ ”

*“The team at Wilson Learning are amazing. It has been clear both in word and action that we are all on the same team, that we have shared goals and interests.”*

*— Director, Leadership  
Development and Wellness,  
Leading National Medical Group*

## Client Testimonial Video



*“Youth Villages will serve 25,000 young people and their families...Wilson Learning plays an integral part in helping to make that happen.”*

Cliff Reyle, Chief of Staff  
Youth Villages



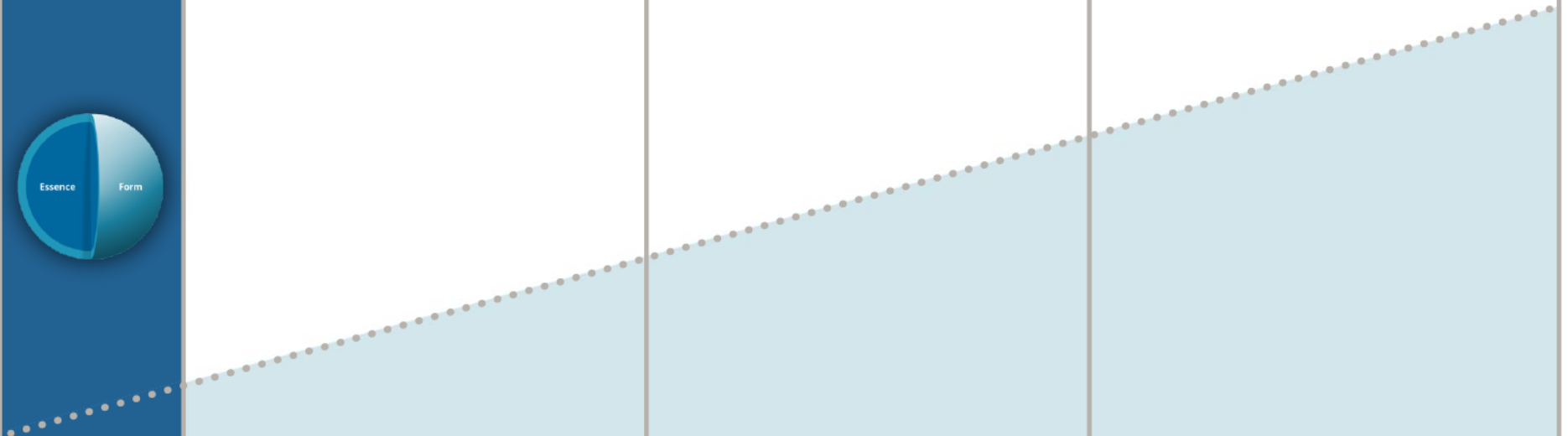


# Leadership Effectiveness

- Leadership Development Framework
- Learning Services
- Leadership Effectiveness Portfolio

# Leadership Development Framework

Levels	First-Level Leadership	Mid-Level Leadership	Executive Leadership
Focus	Getting work done through people	Getting work done with people in a way that builds their ability to do it themselves	Ensuring systems and processes to sustain performance
Skills (Form)	Survival Skills	Growth Skills	Strategic Skills
Character (Essence)	Establishing Leadership Credibility	Purpose- and Value-Centered Leadership	Culture-Centered Leadership



# Wilson Learning Learning Services





# Leadership Effectiveness Portfolio\*

## FIRST-LEVEL LEADERS

### Survival Skills:

Leading for Performance™:

- Coaching for Performance™
- Communicating with Purpose™
- Delegating with Confidence™
- Managing Conflict™
- Managing Styles in Conflict™
- Meeting Leadership Challenges™
- Motivating for Results™
- Reviewing Performance™
- Setting Goals for Success™
- Working Styles™

Coaching the Counselor  
Salesperson™

Getting to Yes: Influencing for  
Optimal Results™

Mastering Successful  
Presentations™

## MID-LEVEL LEADERS

### Growth Skills:

Getting to Yes: Influencing for  
Optimal Results™

Innovation in Action™

Leading for Growth™

Leading in Challenging Times™

Leading from Within™

The Leader Manager: Achieving  
Performance with Fulfillment™

The Sales Leader Manager:  
Achieving Performance with  
Fulfillment™

Mastering Successful  
Presentations™

## EXECUTIVE LEADERS

### Strategic Skills:

Creating a Culture of  
Engagement™

Innovation in Action™

Leading from Within™



### ASSESSMENT

Leader Navigator

Sales Leader Navigator

Growth Leadership  
Inventory™

Leader Manager Inventory™

\*Click any title for more detail

### ACROSS ALL LEADERSHIP LEVELS:

Building Relationship Versatility: Social Styles at Work™

Global Effectiveness™



# Thought Leadership

- Thought Leadership Activity
- Links to Webinars
- Links to Articles and e-Books
- Links to Blogs

# Thought Leadership Activity



Industry Conferences



Global Webinars



Publications





# Links to Webinars

- [Leadership Survey Results 2023Upskilling and Reskilling for the Future/ 2023 L&D Trends by Wilson Learning | Wilson Learning Worldwide](#) **October 15, 2023**
- [Selling to Value: The Impact of Post-Sale Support on Success | Wilson Learning Worldwide](#) **July 10, 2023**
- [Hybrid Selling: Five Keys to Client Engagement in Today's Selling Environment](#) **April 11, 2023**
- [Selling to Multiple Decision-Makers: Three Keys to Success](#) **October 20, 2022**
- [Selling to Value: The Impact of Post-Sale Support on Success](#) **September 15, 2022**
- [Leadership Survey Results 2022: Managing Obstacles, Overcoming Adversity, & Thriving in Uncertainty](#) **July 27, 2022**
- [How to Help Leaders Reverse the Great Resignation](#) **June 7, 2022**
- [3 Steps for Connecting Your Solutions to Customer Value... Because Customers Never Argue with Their Own Ideas](#) **April 28, 2022**
- [Developing Impactful Learning: What does your L&D strategy need?](#) **April 20, 2022**



# Links to Webinars, Continued

- [Versatility: The Secret Weapon of Today's Salesforce](#) *March 15, 2022*
- [Fill Your Pipeline with Wins: Three Effective Prospecting Strategies to Generate Qualified Leads](#) *January 20, 2021*
- [Only 25% of Salespeople Sell to Value: Make Your Sales Team Part of the 25%](#) *November 11, 2021*
- [Creating an Effective Digital Sales Development Strategy](#) *October 14, 2021*
- [Client Engagement in a Hybrid Selling Environment](#) *September 9, 2021*
- [Adapting Leadership Development During Today's Challenging Times](#) *June 2, 2021*
- [Four Fears Creating a Barrier to Your Sales Team's Success](#) *April 15, 2021*
- [Building Sales Capabilities in Our New Digital World](#) *April 1, 2021*
- [Presentations Falling Flat? 3 Keys to Effective Virtual Sales Presentations](#) *March 4, 2021*
- [Sales Methodology as the Force Multiplier](#) *November 11, 2020*
- [Behind the Sales Persona: Developing the Human Side](#) *October 29, 2020*
- [Increasing Win Rates: 3 Keys to Greater Success](#) *September 10, 2020*
- [Delivery Flexibility for Sales Skills: The Counselor Salesperson Showcase](#) *July 23, 2020*

# Links to Published e-Books





# Links to Published Articles



- [The Human Energy Crisis: What Leaders Can Do to Spark Engagement](#)
- [Key Account Management as a Sustainable Competitive Advantage](#)
- [Becoming a Leader People Choose to Follow](#)
- [Top 5 Elements Every Leader Needs to Drive Employee Engagement](#)
- [Sales Differentiation Through Enhancing the Value](#)
- [Boost Your Personal Power by Challenging the Way You Think](#)
- [3 Winning Strategies for Prospecting](#)
- [Increase Win Rates and Profitability: An Evidence-Based Strategy](#)
- [Earning Trusted Advisor Status—and Benefits](#)
- [Influence Strategies That Win](#)
- [Competitive Superiority: Executive Competitive Moves and Countermoves to Win the Business](#)
- [Sales Methodology as the Force Multiplier: Taking Salespeople Where They Need to Go](#)
- [Selling Virtually: Everything Has Changed, Yet Nothing Has Changed](#)
- [Debunking a Few Myths About Virtual Selling](#)
- [We Can't Travel, So Do We Stop Training? No!](#)
- [Virtual Survival Guide: Top 10 Tips for Remote Work Teams](#)
- [Skillfully Leading Forward from This New Place: Resilient Sales Leaders Build Resilient Salesforces](#)

# Links to Published Infographics and Blogs

## Infographics:

- [4 Keys to Effective Digital Training](#)
- [Selling to Value](#)
- [3 Virtual Selling Myths Debunked](#)
- [3 Keys to Effective Virtual Delivery](#)

## Blogs:

- [Want Your Virtual Teams to Deliver Results? Make Sure They Have "People" Skills](#)
- [Here's a Thought About . . . Practical Tips for Managing Day-to-Day Employee Virtual Interactions](#)
- [Here's a Thought About First-Level Leadership Development](#)
- [Here's a Thought About Mid-Level Leadership Development](#)
- [Is There a Crisis of Leadership? Developing Well-Equipped Leaders](#)



# Thank You

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