

**ES RESEARCH GROUP CERTIFIES WILSON LEARNING AS PROVIDING EFFECTIVE SALES PERFORMANCE MEASUREMENT**

**Edina, Minn. — May 24, 2007** — Wilson Learning Worldwide, a global provider of Human Performance Improvement solutions, today announced its certification through ES Research Group (ESR). ESR is one of the nation's leading advisory firms helping companies evaluate, select, implement and measure their sales performance improvement programs and the organizations that provide them. In addition to achieving certification, Wilson Learning was one of the few organizations selected by ESR to be a charter member.



ESR's new Certified Measurement Program (*ESR/CMP™*) is the sales industry's first fully independent sales performance measurement evaluation program. The program awards a best business practice certification to sales development companies that undergo and pass a comprehensive review and evaluation of their performance measurement process. ESR examines the full scope of each company's approach, process and methodology for measuring sales performance improvement results.

for immediate release

"ESR created its Certified Measurement Program to promote best practices in sales performance measurement, and to ensure that corporations have a tool to assess the performance improvement effectiveness of services being offered by the sales training industry," says Dave Stein, CEO, ES Research Group. "With this certification, Wilson Learning's clients and potential clients can be certain that their selling skills and behaviors are being accurately measured at the right time, in the right way."

press contact

"In helping our clients improve performance through people, it is essential to be able to track results and ultimately demonstrate clients' success. Our certification by ESR shows that we have the tools & processes in place to fairly and credibly partner with our clients to document and demonstrate their successful performance improvement," says Tom Roth, President of Wilson Learning Corporation. "In fact, it demonstrates that Wilson Learning's approach to assessment in general is aligned with industry best practices in measuring sales performance improvement."

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For over 40 years, Wilson Learning has been a leader in developing and executing learning solutions in sales, leadership, global awareness, and individual effectiveness. Through the evaluation of training initiatives, Wilson Learning strives to provide clients with clear decision-making information and insight in order to achieve the full potential of their human resources, and ultimately help ensure a sustainable impact.

**About Wilson Learning**

Wilson Learning Worldwide is a global leader in Human Performance Improvement solutions for Fortune 500 and emerging organizations, with operations in over 30 countries worldwide, including Japan and the United States. The company creates synergy between people and business strategy through an extensive range of world-class content, technology, and services. Its integrated offerings include: strategy alignment consulting, descriptive and evaluative assessment services, world class process and skills content, performance-based measurement tools, and technology enabled solutions. More information about Wilson Learning is available online at [www.wilsonlearning.com](http://www.wilsonlearning.com) or by calling **800.328.7937**.

**About ES Research Group**

ES Research Group (ESR) is the industry's leading independent research firm that measures organizational sales effectiveness and helps companies evaluate, select, implement and measure their sales performance programs. ESR publishes an annual Sales Training Vendors Guide, which is the industry's only independent analysis and ranking of the nation's top sales training organizations. For more information on ESR's Sales Training Vendor Guide, go to [www.ESResearch.com/salestrainingguide](http://www.ESResearch.com/salestrainingguide) or by calling 508.313.9585.