

LIVE LEARNING CONFERENCES

“Thrivers have a purpose to inspire them and a vision to motivate them – the most potent combination for professional and personal achievement you will ever find.” ~ David McNally

“David McNally delivered an inspirational keynote address at our own global sales conference, and I’ve seen the impact he has on people’s willingness to step up and be accountable for adding value.” ~ Tom Roth, President, Wilson Learning Corporation

IGNITE TALENT

WILSON LEARNING AND DAVID MCNALLY – ENGAGING YOUR SALES FORCE

Wilson Learning and best-selling author David McNally have formed a strategic alliance to provide learning conferences that help organizations thrive by inspiring passion and commitment to change. The combination of McNally’s powerful motivational keynotes and Wilson Learning’s flexible, integrated learning solutions can turn a sales meeting into a turning point for your sales force. The synergy with McNally will light the fuse that really ignites sales talent.

National sales meetings are vital, yet share a common problem: Information overload can make them dull, and lack of engagement and follow-through can make them wasteful. The likelihood that your salespeople will retain and use product knowledge, or implement a new sales approach or technology, is directly tied to their enthusiasm and commitment.

McNally, a highly acclaimed international business speaker, can reach your sales force with messages that are inspirational, engaging, and compelling. By challenging salespeople’s thinking and unleashing their full energy and enthusiasm, McNally sets the stage for the change your organization needs for greater success. Your salespeople and sales managers will engage in an integrated learning experience that translates into real, lasting on-the-job behavior change.

Using its Human Performance Improvement approach, Wilson Learning can link the changes you introduce at a large sales event with the reinforcement, support, measurement, and coaching needed to ensure that those changes really make a difference.

About Wilson Learning

Wilson Learning is a global leader in Human Performance Improvement solutions for Fortune 500 and emerging organizations, with operations in the United States and 30 other countries worldwide. The company creates synergy between people and business strategy through an extensive range of world-class content, technology, and services. Its integrated offerings include strategic consulting and strategy implementation, innovative assessment and selection systems, performance-based measurement tools, top-notch performance consultants, and leading-edge electronic and blended learning solutions. More information about Wilson Learning is available online at www.wilsonlearning.com or by calling 800.328.7937.

About David McNally

David McNally is the author of two best-selling books: *Even Eagles Need a Push – Learning to Soar in a Changing World* and *The Eagle’s Secret – Success Strategies for Thriving at Work and in Life*. He is also the producer of the highly acclaimed inspirational films “The Power of Purpose” and “If I Were Brave.”

McNally’s books have been translated into 12 different languages, and developed into films and corporate training programs released in more than 20 countries. His clients includes some of the world’s most successful companies: American Express, Pfizer, Pulte Homes, and many more.

McNally’s latest co-authored book, *Be Your Own Brand – A Breakthrough Formula for Standing Out from the Crowd*, clearly demonstrates his commitment to remaining on the cutting edge of human development. And his mission is straightforward and clear: *to provide people with the knowledge, skills, and inspiration to perform at their best*. For more information about McNally, visit www.davidmcnally.com.

