



Engaging New Classroom Offerings Powerful New Program-Based Sustainment Tools New Sales Reinforcement Tools & Advanced Sales Offerings New Mobile Apps & More



## 5 New & Updated Leadership & Workforce Offerings

**Creating a Culture of Engagement**—In this highly interactive process-oriented experience, leaders learn how to increase employee engagement and strengthen teams, leading to tangible business results. Participants will learn what they must do to create the five elements of an engagement culture—opportunity, personal accountability, connectedness, inclusion, and validation—in their own team and organization.

**Global Effectiveness**—Businesses big and small are participating in the global marketplace, and cultural differences are everywhere. Many business opportunities are lost due to cultural misunderstandings. By equipping leaders and individuals with the appropriate knowledge, those costly mistakes can be avoided. *Global Effectiveness* has been updated for leadership based on the competencies needed to be competitive in today's marketplace. This program teaches participants the behaviors to expect from certain cultures and how to prepare for business interactions.

**Leading for Growth™**—This program challenges managers to rethink their role as leaders, shifting their mindset from that of "heroic manager" to "growth leader." This mindset of growth leadership creates the conditions where individuals take responsibility for the business and collaborate in implementing strategy to achieve business results.

**Leading from Within**—Today, organizations need leaders with resiliency and character, who know who they are and exhibit the kind of strong leadership others will follow. As a result, we have reinvented *Leading from Within* to go beyond rote skills and process checklists. Because leadership comes from within, leaders need to examine and clearly articulate personal values, talents, contributions, and vision as the foundation of self-leadership. This workshop is for all leaders who need to examine, understand, and develop their leadership philosophy so they can become grounded, resilient leaders.



**UPFRONT: Persuasion Through Presentation**—The ability to deliver a persuasive presentation has become a fundamental requirement. People need to make a powerful impact with clear, concise, and compelling presentations of their ideas. They need to craft the right message, stay alert to reactions, handle questions well, and persuasively make their point. This hands-on, results-oriented workshop has been updated with new content and exercises to make it relevant for today's environment and technology. Participants will prepare a presentation and be recorded. The experience creates an immediate impact on one's ability to effectively influence an audience to take action.

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## 5 New & Updated Sales Offerings

**The Counselor Salesperson**—This win-win approach to selling emphasizes problem solving from the customer’s point of view. Program enhancements include updated videos and graphics, new activities, and real-world application exercises.

The updated *Counselor Salesperson* comes with a comprehensive learning transfer component that extends the learning, reinforces new skills, and equips the salesperson’s manager with coaching tools to ensure application of the new skills for increased sales performance.

**The Counselor Salesperson E-Learning Mini-Mods**—As an interactive online version of the proven course, this program contains 23 short, concise learning segments with flexible delivery options that can be configured into numerous packages to fit your organization’s needs. The mini-mods run on desktop computers, laptop computers, and most tablets.

**Sales Advantage Series: Strategist Modules**—The *Sales Advantage Series* Strategist Modules help participants build the skills to provide a source of advantage to their own selling organization by selecting high-return opportunities and leveraging strategies to outmaneuver the competition. Strategist Modules include:

1. **Managing Decisions**—Learn how to interpret customer decision dynamics and influence the decision in your favor.
2. **Managing Competition**—Learn how to develop a competitive strategy that aligns with the customer and allows you to outmaneuver the competition.
3. **Managing Opportunities**—Learn how to identify high-probability and high-profitability opportunities from your portfolio of accounts.



## Reinforcement & Sustainment Tools

Wilson Learning’s extended learning system automates reinforcement and simplifies coaching to increase learning transfer, skill usage, and business impact. It consists of a series of learning and support messages to participants and managers with links to videos, quizzes, reinforcement activities, application tools, and coaching tips. This learning transfer system is now included in 13 of Wilson Learning’s programs.



## Mobile Apps

Wilson Learning has developed web-based mobile apps for several of our Social Styles versatility programs, and one new mobile app for *The Counselor Salesperson*. These mobile apps make it easy to access tips on the go to help prep for a sales call or interact with colleagues. Each app works on iPhones, Androids, Blackberries, and a variety of tablets.



“Top 20 Leadership Training Company” (TrainingIndustry.com, 2010–2015)

“Top 20 Sales Training Company” (TrainingIndustry.com, 2009–2015)

“Top Workforce Development Provider” (TrainingIndustry.com, 2012–2015)

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