

# THE 4 CORE CAPABILITIES

Wilson Learning's success lies in its comprehensive approach to developing individuals and organizations. Our four core solution families offer a structured path to high performance, addressing critical areas that drive business success.



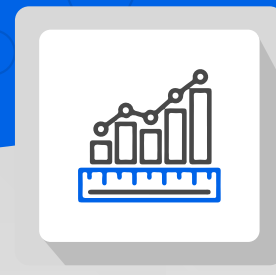
**Comprehensive Development**



**Structured Approach**



**Interconnected Competencies**



**Measurable Results**

## The Counselor Family

Empower salespeople and sales organizations to build trust and cultivate deep customer relationships through collaborative engagement.

1



**Who It's For?**  
Salespeople & client-facing roles.



**The Competitive Edge:**  
Transforms transactional interactions into meaningful, partnership-driven relationships through a Consultative Mindset.



**End Goals:**  
Increased Sales; Customer Retention; More Robust Client Loyalty.



**Programs Included:**  
The Counselor Salesperson, Coaching the Counselor Salesperson, The Consultative Mindset

## The Versatile Communication Family

Enhance communication effectiveness across all organizational levels to improve collaboration and achieve common goals.

2



**Who It's For?** Every working individual



**The Competitive Edge:**  
Use Social Styles and Versatility to build productive relationships.



**End Goals:**  
Stronger Team Collaboration; Minimized Communication Breakdowns; Improved Cross-Functional Relationships.



**Programs Included:**  
Building Relationship Versatility; Versatile Salesperson

## The Negotiation & Influence Family

Enable employees with advanced negotiation tools and strategies to secure better deals and build lasting partnerships.

3



**Who It's For?**  
Sales; Workforce; Leadership



**The Competitive Edge:**  
Principled negotiation tactics focusing on ethical influence ensures mutually beneficial Win-Win Outcomes.



**End Goals:**  
Greater negotiation success, a competitive advantage in deal-making, and long-term business relationships.



**Programs Included:**  
Getting to Yes; Negotiating to Yes

## Integrated Leadership

Develop leaders who can inspire, motivate, and drive exceptional team performance.

4



**Who It's For?** All Levels of Leadership



**The Competitive Edge:**  
Leadership development with a strong emphasis on fostering innovation and building a resilient organizational culture.



**End Goals:**  
Elevated team performance, enhanced innovation, and a cohesive, values-driven organizational culture.



**Programs Included:**  
Leading for Performance; Leading from Within, The Leader Manager

Scan the QR code for more details

