



WILSON LEARNING *W*

HUMAN PERFORMANCE

STRATEGY EXECUTION — It's about people. It's about speed-to-results.

IMPROVEMENT





Sample Business Partnership Proposal

Wilson Learning offers:

- A licence to incorporate and sell Wilson Learning products within your local country marketplace.
- An opportunity to become a part of the Wilson Learning Worldwide 'Extended Enterprise' and extend your existing business into the International marketplace.
- A commercial relationship which reflects an entirely 'Win – Win' partnering approach
- A range of partnership options depending on your individual circumstances and requirements

A typical partnership between Wilson Learning Worldwide and a local Distributor would require:

- Philosophical Alignment and compatibility between the organisations' approaches to serving clients.
- A mutual commitment to make the partnership work effectively.
- Joint investment in marketing ventures and demand creation activities.
- A willingness to share local market knowledge and customer bases
- Joint investment in translations of new product offerings and the 'core' Wilson Learning product set into your local country language.

Underpinning any business partnership with Wilson Learning must be joint commitment to investment and growth.



Summary of Benefits

What's in it for you?

- Partnering with Wilson Learning will open up **new markets** for your business and help improve your current offering to your existing customer base.
- An opportunity to increase your **credibility** and **consumer appeal** by association with a **global provider** with over 4 decades of experience in the marketplace.
- Low financial outlay up-front, **low-risk growth strategy** for your business with potentially great revenue rewards.
- Maintain your own **corporate independence**, management and staff structure, whilst gaining access to a Skills and talent base of over 2500 people worldwide, a bigger pool of contacts, a shared customer base and an extensive range of **world-class solutions** at your disposal.
- Wilson Learning's global network could allow you to bid for **bigger contracts** and provide the stepping stone you need to offer your existing products and services **outside of your marketplace** and start to build an **International presence** for your organisation.

What's in it for us?

- Partnering with local distributors helps Wilson Learning to grow its business and adopt a 'local' approach to serving clients worldwide.
- An opportunity to leverage your local **knowledge and experience** of doing business in your country marketplace
- Increased **awareness** of the Wilson Learning **brand** in your country marketplace
- An established **sales outlet** for serving your country marketplace with Wilson Learning solutions.

Wilson Learning Europa - Wilson House - 23 London End - Beaconsfield
- Buckinghamshire - HP9 2HN - Great Britain



Key Facts about Wilson Learning Worldwide

- Originated in the USA - Established in 1965
- Pioneered the 'Consultative Selling' approach
- Operations in 5 global regions: Americas, EMEA, Asia-Pacific , China and Japan
- Represented in over 30 countries worldwide
- Global network of 2500+ Sales consultants, Business Partners & Facilitators
- Provides Human Performance Improvement solutions in over 20 languages
- For nearly 4 decades, Wilson Learning has delivered solutions to clients globally in the following areas:
 - *Sales & Service Effectiveness*
 - *Leadership Development & Team Effectiveness*
 - *Workforce Readiness*
 - *Assessment & Measurement*
 - *Global & Cultural Diversity*
 - *Individual Effectiveness*

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Key Facts about Wilson Learning Worldwide

- Solutions are delivered in a way that best fits with the client's needs: Traditional Instructor-Led-Training, E-Learning, Web-cast Technology or a blend of all three!
- Key Wilson Learning brand offerings include:
 - *The Counsellor Salesperson (CSP)*
 - *The Versatile Salesperson (VSP)*
 - *Social Styles Modules (SSM)*
 - *Negotiating To Yes (NTY)*
- Customer base includes leading players in key, global industry sectors: High Tech, Telecoms, Healthcare & Pharmaceuticals, Financial Services & Automotive.
 - *High Tech: Hewlett Packard, Intel*
 - *Telecoms: British Telecom, Nokia*
 - *Healthcare & Pharmaceutical: Pfizer, Aventis*
 - *Financial Services: UBS Warburg, Merrill Lynch*
 - *Automotive: BMW, Volkswagen*

VISIT US ONLINE AT:
www.wilsonlearning.co.uk



Interested to find
 out more...

*What can you
 do next?*

TELEPHONE US ON:
 00 44 1494 678 121

**- FAX THIS COMPLETED FORM BACK TO WILSON
 LEARNING EUROPA -**

FAO:	Barbara Lampitt – Business Partner Manager
To Fax Number:	00 44 1494 678 631
Subject Title:	Contact Request re: partnering opportunity
From:	Your Name: _____ Your Position: _____ Organisation Name: _____
From Fax Number:	_____
Number of Pages:	_____ (including this one)

Dear Mrs Lampitt,

I am interested in exploring the potential business partnership you proposed and would be pleased if you could contact me to:

- 1.) Provide me with additional information
- 2.) Arrange an initial telephone meeting
- 3.) Arrange a face-to-face meeting

My telephone number is: _____

My preferred date(s) and time(s) of day for you to call are:

- Date: _____ Time of Day: Morning Afternoon
- Date: _____ Time of Day: Morning Afternoon
- Date: _____ Time of Day: Morning Afternoon

Yours sincerely,
