



Franklin Covey Co. Named to TrainingIndustry.com's Top 20 Sales Training Companies for 7th Consecutive Year

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Franklin Covey Co. Recognized as Industry Leader in Dramatically Improving Sales Organizations

SALT LAKE CITY--(BUSINESS WIRE)--May 6, 2014-- [Franklin Covey Co.](#) announced today that the Company has recently been named to TrainingIndustry.com's [2014 Top 20 Sales Training Companies](#) list. The list is part of [TrainingIndustry.com's](#) mission to continually monitor the training marketplace and identify the best providers of training services and technologies.

This prestigious award recognizes top sales training companies, such as Franklin Covey, who have demonstrated the following [criteria](#):

- Industry recognition and impact on the sales training industry
- Innovation in the sales training market
- Company size and growth potential
- Breadth of service offering
- Strength of clients served
- Geographic reach

"The Sales Training segment of the market continues to show strong growth and the introduction of new services, allowing companies to improve the impact of their sales organization with significant choice," said Doug Harward, Chief Executive Officer, [Training Industry, Inc.](#)

"Continued strength in this segment reflects both the level of innovation, and the introduction of new delivery and media types into the offerings of the top companies. We continue to believe that Sales Training is the segment leading the way in the areas of gamification and sustainability of the learning," said Ken Taylor, Chief Operating Officer, Training Industry, Inc.

"We are honored to be recognized as an industry leader in sales performance training for the 7th year in a row, as one of TrainingIndustry.com's Top 20 Sales Training Companies," said Bob Whitman, CEO, Franklin Covey Co. "We remain committed to helping sales leaders and teams build their consultative selling skills by utilizing Franklin Covey's Sales Performance Practice's consulting, training, and coaching offerings. We develop strong relationships with our clients, becoming their trusted partner, helping them to transform their organizations so that they not only achieve their sales goals, but they also become their clients' trusted partner."

In March of 2013, Franklin Covey acquired the sales transformation company, [NinetyFive 5](#), as a strategic addition to Franklin Covey's Sales Performance Practice. Its Sales Enablement Consulting and Coaching Execution System, which included a subscription-based online tool set, sales coaching, and both live and virtual training, has been a powerful addition to Franklin Covey.

"We assist a list of [blue-chip clients](#) in achieving sustained sales improvement," said Randy Illig, Practice Leader, Sales Performance Practice, Franklin Covey. "We offer world-class sales and leadership training content along with a strong portfolio of enterprise solutions, to ensure lasting sales transformation. We also provide a variety of training delivery approaches, including live, virtual classroom, video-based, train-the-trainer, and self-paced training options, as well as a subscription service. But, most importantly, we become our clients' most trusted advisors as we help them to achieve extraordinary sales results."

The [Franklin Covey Sales Performance Practice](#) specializes in sales training, consulting, coaching and shows clients how to dramatically improve sales by becoming totally [client-centered](#). It helps clients execute [consultative selling skills](#) and build capabilities around pipeline growth, rigorous qualification, negotiation, closing, effective sales planning and process, sales leadership and sales management.

About Franklin Covey Co.

[Franklin Covey Co.](#) (NYSE: FC) is a global company specializing in performance improvement. We help organizations achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. Franklin Covey clients have included 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small- and mid-sized businesses, as well as numerous government entities and educational institutions. Franklin Covey has more than 100 offices providing professional services in over 150 countries. For more information, visit www.franklincovey.com.

About Training Industry, Inc.

[TrainingIndustry.com](#) spotlights the latest news, articles, case studies and best practices within the training industry. Our focus is on helping dedicated business and training professionals get the information, insight and tools needed to more effectively manage the business of learning.

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