



## Franklin Covey Co.'s Sales Performance Practice Named to Selling Power Magazine's 2014 Top 20 Sales Training Companies List

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*Franklin Covey Recognized as Industry Leader for Excelling in Helping Sales Leaders Improve Performance of Sales Teams*

SALT LAKE CITY--(BUSINESS WIRE)--Aug. 6, 2014-- [Franklin Covey Co.](#) (NYSE:FC) today announced that the [Franklin Covey Sales Performance Practice](#) has been named to [Selling Power magazine's 2014 Top 20 Sales Training Companies List](#) for excelling in helping sales leaders improve the performance of their sales teams.

Two considerations on the current state of business-to-business (B2B) selling that influenced the selection process for the 2014 Top 20 Sales Training Companies list are:

- B2B buyers start their purchasing journey, not by contacting companies, but by going online to research products, watch demos, and get pricing information. Some B2B sales and marketing experts estimate that [92 percent of B2B buyers](#) begin the purchasing journey by first conducting online research.
- Buyers tend to trust their peers on social networks more than they trust brands. As buyers move to social media for referrals and feedback, sales organizations are left out of the loop. According to IDG Connect, 86 percent of B2B IT buyers are currently using social networks as part of their purchasing-decision process.

The dual influences of online research and social networks have created various challenges for sales teams. According to [Selling Power](#) publisher and founder Gerhard Gschwandtner, sales training is a vital component in adapting to these changes in buyer behavior.

"A great sales-training program continues to be a staple of success for sales organizations," says Gschwandtner. "Now more than ever, sales leaders must make sure that salespeople are properly prepared to meet the expectations of today's socially and digitally connected buyer. Our list of the 2014 Top 20 Sales Training Companies serves as a guidepost for sales leaders who are looking for the training program that best fits their needs."

"We are honored to be named to [Selling Power](#) magazine's top 20 sales training companies," said Bob Whitman, CEO, Franklin Covey Co. "As an industry leader, we assist a list of [blue-chip clients](#) to dramatically improve and sustain their sales performance. 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, which include the mindset, toolset and skillset to help clients succeed in today's competitive selling environment. And, most importantly, we become our clients' most trusted advisor as we help them achieve outstanding sales results every day."

In honoring Franklin Covey and the other top sales training companies on the list, [Selling Power](#) considered the following four main [criteria](#) in selecting the top sales training companies:

- Depth and breadth of training offered
- Innovative offerings (specific training courses or methodology) or delivery methods
- Ability to customize offerings
- Strength of client satisfaction

[Selling Power](#) editors say the firms included on the 2014 Top 20 Sales Training Companies list have "demonstrated an excellent awareness of the skills and tools required to succeed and remain competitive in today's selling environment."

Franklin Covey, as well as each sales training company featured on this year's list, offers sales organizations the following benefits:

- Provides a consultative experience
- Quantifies results with metrics
- Offers customization and post-training support
- Has a documented track record of ROI and customer satisfaction

"We are thrilled to be recognized as an industry leader in sales performance training as one of [Selling Power](#) magazine's Top 20 Sales Training Companies," said Randy Illig, Practice Leader, Franklin Covey Sales Performance Practice. "We help sales leaders and their teams build their consultative selling skills by utilizing our consulting, training, and coaching offerings. Through a process of assessment, development, execution and measurement, we develop strong, trusting relationships with our clients by helping them reach their goals and improve their sales results. Then, in turn, they do the same for their clients."

In March of 2013, Franklin Covey acquired the sales transformation company, [NinetyFive 5](#), as a strategic addition to Franklin Covey's Sales

Performance Practice. The Sales Enablement Consulting and Coaching Execution System, which includes a subscription-based online tool set, sales coaching, and both live and virtual training, has been a powerful addition to Franklin Covey.

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 and educational institutions. Franklin Covey has more than 100 offices providing professional services in over 150 countries. For more information, visit [www.franklincovey.com](http://www.franklincovey.com).

#### **About Selling Power**

In addition to [Selling Power magazine](#), the leading periodical for sales managers and sales VPs since 1981, Selling Power Inc. produces the Sales Management Digest and Daily Boost of Positivity online newsletters, as well as a five-minute video series featuring interviews with top executives. Selling Power is a regular media sponsor of the Sales 2.0 Conference.

Source: Franklin Covey Co.

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