



## Franklin Covey Co.'s Sales Performance Practice Named to TrainingIndustry.com's Top 20 Sales Training Companies for Ninth Consecutive Year

March 1, 2016

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

SALT LAKE CITY--(BUSINESS WIRE)--Mar. 1, 2016-- [Franklin Covey Co.](#) announced today that it has been named to [TrainingIndustry.com's 2016 Top 20 Sales Training Companies list](#). This list is part of [TrainingIndustry.com's](#) mission to continually monitor the training marketplace for the best providers of training services and technologies.

This esteemed 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

"We are honored to be recognized by TrainingIndustry.com, for the ninth year in a row, as an industry leader in sales performance training," said [Bob Whitman](#), CEO, FranklinCovey. "What differentiates our [Helping Clients Succeed®](#) methodology from others is that we help sales leaders move from the transactional sale to consultative selling to become their clients' most trusted advisor. Sales teams learn vital person-to-person communication skills, critical thinking skills and to have laser-focused execution. They connect with their customers and build relationships of trust because they truly understand their needs and they work closely together to create win-win outcomes that are exceptional."

[FranklinCovey's Sales Performance Practice](#) helps sales leaders and learning and development professionals to evolve sales teams, personally and professionally, to enhance performance, achieve sustainable results and gain the ultimate competitive advantage. Through sales training, consulting and coaching, FranklinCovey 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. The approach is founded on the timeless principle that *the more you focus on the success of your clients, the more successful you will be*.

Client organizations work with the Practice to improve their leadership and consultative sales skills, their planning, strategy, processes, and pipeline management, and to receive coaching on specific deals. The Practice offers a wide range of customization options to fit any client need and budget.

"FranklinCovey has a unique approach to transforming sales teams," said Craig Christensen, Sales Performance Practice Leader, FranklinCovey. "We have a fundamental belief that an effective, long-term sales transformation takes place over time and must be integrated into the business as a whole. There are no shortcuts or silver bullets. It is a drip approach that deeply imbeds new behaviors and establishes a common set of skills and tools for sales teams to use in all client-facing interactions to achieve extraordinary results."

"The demand for sales training is consistently growing and impacting the shape of the training industry," said [Doug Harward, CEO, Training Industry, Inc.](#) "The companies selected for the 2016 Top 20 Sales Training Companies list represent the best of the best in sales training."

"The companies considered for the 2016 Top 20 Sales Training Companies list are some of the most impressive we've ever evaluated," said [Ken Taylor, President, Training Industry, Inc.](#) "This year's list continues to highlight the best providers of sales training, one of the segments in the training industry that is very open to innovation even though the majority of its services are delivered through instructor- led training."

For more information on FranklinCovey's Sales Performance solutions, please visit <http://salesperformance.franklincovey.com>.

To view a complete list of the 2016 Top 20 Sales Training Companies, click [here](#).

#### **About Franklin Covey Co.**

[Franklin Covey Co.](#) (NYSE: FC) is a global, public company (NYSE:FC) specializing in performance improvement. We help organizations and individuals 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 direct and partner offices providing professional services in over 150 countries and territories.

#### **About Training Industry, Inc.**

[TrainingIndustry.com](#) spotlights the latest news, articles, case studies and best practices within the training industry, and publishes annual Top 20 and Watch List reports covering many sectors of interest to the corporate training function. Our focus is on helping dedicated businesses and training professionals get the information, insight and tools needed to more effectively manage the business of learning.

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