



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

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FranklinCovey's "Helping Clients Succeed" Transforms Behavior of Sales Team to Drive Sales Performance and Standards That Deliver Measurable, Sustainable Results

SALT LAKE CITY--(BUSINESS WIRE)--Apr. 6, 2017-- [Franklin Covey Co. \(NYSE: FC\)](#), a global leader in organizational performance improvement solutions, announced today that it has been named to [TrainingIndustry.com's 2017 Top 20 Sales Training Companies list](#) for the tenth consecutive year. 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 FranklinCovey, that 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

"It is an honor for FranklinCovey to be listed on the Top 20 Sales Training Companies List by TrainingIndustry.com for the tenth year in a row," said Bob Whitman, FranklinCovey CEO. "FranklinCovey's sales performance solutions transform the behaviors of sales teams so they better incorporate vital person-to-person communication skills, critical thinking skills, and highly focused execution in every client interaction. This allows sales teams to better connect with their customers and build relationships of trust because they truly understand their needs, as they work closely together to create win-win outcomes that are exceptional. This consultative approach not only results in extraordinary client service, but in the creation of a high performing sales culture, which is every organization's ultimate competitive advantage."

"The companies that earned their place on the 2017 Top 20 Sales Training Companies List have each demonstrated significant innovation in 2017, with a specific focus on improving the learner experience," said Ken Taylor, president, Training Industry, Inc. "These companies are responding to evolving expectations when it comes to modality, mobility and better use of learning technologies to enhance the sales training experience."

[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. Client organizations work with FranklinCovey to improve their leadership, sales skills, planning, strategy, processes, and pipeline management. Through sales training, consulting and coaching, clients execute consultative selling skills and build capabilities around pipeline growth, rigorous qualification, negotiation, closing, effective sales planning and process, sales leadership and management.

Sales performance solutions are centered around three core [Helping Clients Succeed](#) modules, which provide transformation across the entire sales cycle, along with additional modules that can be uniquely tailored, allowing sales leaders to customize and augment training to fit any client need and budget. Additionally, clients can achieve sales objectives through FranklinCovey's flexible, self-paced online portal, [5Online](#), which provides on-demand audio and video training, exercises, quizzes and other tools designed to help teams become highly effective sales performers.

"FranklinCovey has a unique way of changing the culture of sales teams," said Craig Christensen, FranklinCovey's Sales Performance Practice Leader. "To become an exceptional sales partner, the focus, first and foremost, must always be building a genuine, trusting relationship with the customer. Our approach is centered on helping sales teams develop the underlying behaviors that establish trust internally as a sales team, which then allows the development of trust externally with customers, to create extraordinary outcomes that are measurable, reliable, and sustainable."

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

To view a complete list of the 2017 Top 20 Sales Training Companies, click [here](#).

About Franklin Covey Co.

[Franklin Covey Co.](#) (NYSE: FC) is a global, public company specializing in organizational 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.

[Training Industry](#) 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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