



## Training Industry Selects FranklinCovey as a 2025 Top 20 Sales Training and Enablement Company

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***FranklinCovey's Sales Training, Helping Clients Succeed, Honored for Developing Exceptional Sales Leaders, Teams, and Cultures That Get Extraordinary Results***

SALT LAKE CITY--(BUSINESS WIRE)--May 6, 2025-- [FranklinCovey \(NYSE:FC\)](#), one of the largest and the most trusted leadership companies in the world, announced today it has been selected as a Training Industry [2025 Top 20 Sales Training and Enablement Company](#). It was honored for its [Helping Clients Succeed®: Strikingly Different Selling](#) sales training, which develops exceptional sales leaders, teams, and cultures that achieve extraordinary sales results.

[Training Industry](#), the leading research and information resource for corporate learning leaders, prepares the Training Industry Top 20 report on critical sectors of the corporate training marketplace to better inform professionals about the best and most innovative providers of training services and technologies. FranklinCovey was selected as a top sales training company for its:

- Variety, depth/thoroughness and quality of program and service offerings for sales training
- Market presence, brand visibility, innovation, and impact in the sales training market
- Caliber of client portfolio and customer relationships
- Business performance and growth trajectory

With *Helping Clients Succeed*, sales leaders and teams go from being one of the crowd to [consistently standing out as the superior choice](#). Salespeople learn to differentiate themselves based on what matters most to the customer—helping the customer succeed. The customer-centric approach provides sales professionals with the skills and capabilities needed to become trusted advisors throughout the sales cycle while consistently delivering predictable sales results.

"We are so pleased to once again be selected by Training Industry as a Top 20 Sales Training and Enablement Company, on behalf of our *Helping Clients Succeed* solution," said [Paul Walker](#), FranklinCovey CEO. "It features a revolutionary sales process that's infused with cutting-edge technology, such as AI roleplay. Our clients report back to us that nearly every challenge and complex issue their sales teams are facing today to meet market demands can be solved by applying the principles, practices and processes found in its modules."

This year, Training Industry noted that the top sales training companies are driving innovation with AI-powered coaching, immersive simulations, and data-driven insights. By leveraging adaptive learning, just-in-time enablement and cutting-edge technologies, these organizations ensure sales teams stay ahead of evolving buyer expectations and market demands.

[Jennifer Colosimo](#), FranklinCovey President, Enterprise Division, said, "*Helping Clients Succeed* integrates a sophisticated, flexible platform that enables participants to seamlessly learn within the natural flow of their work. The results are compelling, with documented metrics for every client highlighting an impressive adoption rate exceeding 70 percent."

***Helping Clients Succeed: Strikingly Different Selling*** is available through the [FranklinCovey All Access Pass®](#). Delivery over the robust [FranklinCovey Impact Platform](#) makes acquiring vital skills and competencies more accessible, actionable, measurable, and lasting. The solution engages leaders and their teams in training spaced over time through weekly learning and application. Each track includes multiple learning modalities, reinforcement microlearning, and powerful sales tools built within the flow of work.

[Randy Illig](#), FranklinCovey's Global Leader, Sales Performance Practice, said, "With ***Helping Clients Succeed: Strikingly Different Selling***, sales leaders and teams are able to overcome challenges, such as unpredictable sales results, missed numbers, slow ramp-up time for new salespeople, previous sales training that hasn't yielded long-term results, and sales leaders that aren't equipped to successfully lead their team."

The solution includes four modules:

- **[Helping Clients Succeed®: Strikingly Different Selling for Sales Leadership](#) (Leaders):** Inspire, coach, and develop team members to higher performance.
- **[Helping Clients Succeed®: Engage Customers](#) (Leaders and Teams):** Be more relevant, distinct, and memorable than the competition.
- **[Helping Clients Succeed®: Advance Decisions](#) (Leaders and Teams):** Lead customers through their buying journey with high-trust and credibility.
- **[Helping Clients Succeed®: Negotiate Win-Win](#) (Leaders and Teams):** Drive a win-win result, leading to higher margins and satisfied customers.

[The FranklinCovey All Access Pass](#) allows passholders to expand their reach, sustainably impact performance, and achieve breakthrough results. It provides access to a vast library of FranklinCovey content, including assessments, training courses, tools, and resources available Live In-Person, Live-Online, and OnDemand. For more information, visit [www.franklincovey.com](http://www.franklincovey.com) or call 888-868-1776.

**[About FranklinCovey](#)**

[FranklinCovey \(NYSE: FC\)](#) is one of the largest and most trusted leadership companies in the world, with directly owned and licensee partner offices providing professional services in over 160 countries and territories. The Company transforms organizations by partnering with clients to build leaders, teams, and cultures that get breakthrough results through collective action, which leads to a more engaging work experience for their people. Available through the [FranklinCovey All Access Pass](#), FranklinCovey's best-in-class content, solutions, experts, technology, and metrics seamlessly integrate to ensure lasting behavior change at scale. Solutions are available in multiple delivery modalities in more than 20 languages.

This approach to leadership and organizational change has been tested and refined by working with tens of thousands of teams and organizations over the past 30 years. Clients have included organizations in the *Fortune 100*, *Fortune 500* and thousands of small and mid-sized businesses, numerous government entities, and educational institutions. To learn more, visit [www.franklincovey.com](http://www.franklincovey.com) and enjoy exclusive content across FranklinCovey's social media channels at: [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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