



Training Industry Selects FranklinCovey as a 2026 Top 20 Sales Training Company, Yet Again

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FranklinCovey's Helping Clients Succeed Receives Recognition for Developing Exceptional Sales Leaders, Teams, and Cultures That Get Extraordinary Outcomes

SALT LAKE CITY--(BUSINESS WIRE)--Feb. 24, 2026-- [FranklinCovey \(NYSE: FC\)](#), a premiere, global leadership and organizational performance partner, announced today it has been selected as a [Training Industry 2026 Top 20 Sales Training Company](#), yet again. It was recognized for its [Helping Clients Succeed®: Strikingly Different Selling](#), which develops exceptional sales leaders, teams, and cultures that achieve extraordinary sales outcomes.

[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:

- Scope and quality of program and service offerings for sales training
- Market presence, brand visibility, innovation, and impact
- Strength of client portfolio and customer relationships
- Business performance and growth trajectory

"FranklinCovey is setting the pace through innovation in AI-driven coaching, immersive solutions and analytics-based learning," said Jalen Banks, market research analyst at Training Industry, Inc. "By combining adaptive learning approaches, timely enablement and emerging technologies including AI, it's equipping sales teams to keep up with shifting buyer expectations and a rapidly changing market."

"We're honored to again be named a Training Industry Top 20 Sales Training Company," said [Paul Walker, FranklinCovey CEO](#). "What makes this recognition meaningful is it reflects what our clients seek to build, which is a sales culture that repeatedly wins with clients. With *Helping Clients Succeed* as their common language and operating system, teams embed customer-first selling into everyday behaviors, from coaching and preparation to pursuit strategy. That shift endures long after the training, as leaders and sellers lead with trust, create distinctive value, and deliver results quarter after quarter."

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.

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.

Dale Merrill, FranklinCovey Global Sales Performance Practice Lead, said, "We partner with sales organizations to raise win rates, protect margins, and consistently win on value—not price. We help clients drive predictable growth by elevating sales leadership, compressing sales cycles, accelerating pipeline velocity, and aligning tightly with what buyers value most. The impact of *Helping Clients Succeed: Strikingly Different Selling* is clear, with adoption exceeding 70 percent and clients realizing significant ROI."

Helping Clients Succeed: Strikingly Different Selling is available through the [FranklinCovey All Access Pass®](#). Delivery over the [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 AI and powerful sales tools built within the flow of work.

The solution includes four modules:

- [Helping Clients Succeed®: Strikingly Different Selling for Sales Leadership](#) (Leaders): Inspire, coach, and develop team members to achieve 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 or call 888-868-1776.

About FranklinCovey:

Franklin Covey Co. (NYSE: FC) is the premier leadership and organizational performance partner. We strengthen the human side of strategy to achieve the results that matter most. Our Enterprise and Education Divisions develop high-performing leaders at all levels of the organization, aligning people around purpose and priorities. Through proven practices, we create high-trust leaders, teams, and cultures using time-tested, principle-centered frameworks, processes, and tools. We enable lasting results with repeatable outcomes, by helping clients identify, align, and execute their most important priorities.

This approach has been tested and refined by working with tens of thousands of leaders and organizations from Fortune 100 and 500 companies to small and mid-sized businesses, as well as educational institutions and government entities for over 40 years. We provide professional services in over 160 countries and territories, through directly owned and licensee partner offices, serving both enterprise and education clients. Available through the FranklinCovey All Access Pass® and Leader in Me® memberships, our integrated offerings help organizations achieve lasting, repeatable outcomes at scale. Solutions are available in multiple delivery modalities in more than 20 languages.

Learn how your organization can strengthen the human side of strategy at [FranklinCovey.com](https://franklincovey.com) and explore exclusive content across FranklinCovey's social media channels at: [LinkedIn](#), [Facebook](#), [X](#), [Instagram](#), and [YouTube](#).

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About Training Industry, Inc.

Training Industry (<https://trainingindustry.com>) is the most trusted source of information on the business of learning. Our authority is built on deep ties with more than 450 expert contributors who share insights and actionable information with their peers. Training Industry's courses, live events, articles, magazine, webinars, podcast, research, and reports generate more than 10 million industry interactions each year, while the Top 20 Training Companies Lists help business leaders find the right training partners. For a complimentary referral, visit <https://trainingindustry.com/rfp>.

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