



FranklinCovey

FranklinCovey Named as One of Nation's Top Sales Training Companies by ES Research Group

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For Second Year, FranklinCovey Sales Performance Practice is a Leader in Sales Solution Effectiveness

SALT LAKE CITY--(BUSINESS WIRE)--Jun. 30, 2009-- [FranklinCovey](#) (NYSE:FC) announced today that [ES Research Group](#) named the FranklinCovey Sales Performance Practice as the leader in [sales solution effectiveness](#) in ES Research Group's Sales Training Vendor Guide, Third Edition, which assessed the nation's top sales training companies.

The FranklinCovey Sales Performance Practice specializes in sales training, consulting and coaching and shows clients how to dramatically improve sales by becoming totally client-centered. It helps clients focus on and execute effective sales planning, sales leadership, sales management and consultative selling skills. Its [Helping Clients Succeed](#)™ sales process breaks down dysfunctions in selling and buying and gives sales professionals the strategy, tools and skills to become trusted advisors in the eyes of their clients. The process is based on the book, *Let's Get Real or Let's Not Play—Transforming the Buyer/Seller Relationship* by Mahan Khalsa and Randy Illig, who are highly respected B2B sales experts. (www.franklincovey.com/spg)

"FranklinCovey Sales Performance Practice is the leader in sales solution effectiveness, based on the [ES Research Group's Sales Training Vendor Guide](#), Third Edition," said Dave Stein, CEO of ES Research Group. "In the fields of personal leadership and performance improvement, FranklinCovey has continued to be a proven leader in personal leadership and performance. Their sales practice builds upon their impressive reputation and brings this emphasis, as well as sales management, sales process and selling skills training directly to the sales arena."

The [ES Research Group](#) is a market intelligence and business advisory firm that helps companies evaluate, select, implement and measure their sales performance improvement programs and companies that provide them. ES Research Group offers a range of analytic and assessment reports and is the trusted source by Fortune 500 companies, leading investment firms and sales and training executives at high-growth companies for independent research and advice. (www.ESResearch.com)

ES Research Group's Annual *Training Vendor Guide* is the only independent, objective assessment of the leading sales training providers. The comprehensive, research report compares providers with respect to these among other capabilities: methodology, breadth and depth of programs, educational design, customer satisfaction, ability to customize, learning technology and CRM/SFA technology support. (www.ESResearch.com/STVG)

ES Research Group's Sales Training Vendor Guide, Third Edition states: "FranklinCovey has been a leader in personal leadership and performance improvement. Its Sales Performance Practice brings this emphasis and the FranklinCovey processes, directly to the sales arena. FranklinCovey continues to be a leader in delivering sales performance improvement value to their clients and appeals to organizations looking for sustainable organizational change, with an emphasis on reinforcement and sustainability. It is very strong in the areas of customization and post-implementation reinforcement coupled with an objective measurement program."

"We are pleased that we have been recognized as a leader in the sales industry for a second year," said Bill Bennett, Global Sales Performance Practice Leader. "Our offerings are based upon a step-by-step process which helps clients to reduce costs, increase revenues, and improve productivity, quality and customer satisfaction. We help our clients to build rewarding, productive business relationships and deliver consistently better results."

According to ES Research Group's evaluation of the nation's top 23 sales training companies, the FranklinCovey Sales Performance Practice outranked the mean score of 18 of these companies in 12 of the 18 categories, as follows:

- **Yield Growth:** Average salesperson productivity in the 12 post-training months vs. the 12 pre-training months.
- **Return on Training:** Average salesperson's yield growth divided by average salesperson's total cost of training as measured across all salespeople who received the training and were present for the two 12-month periods pre- and post-training.
- **Utilization:** The percentage of salespeople actively using the methodology 12 months later.
- **Adaptability:** The customization and interactivity of training.
- **Ease of Learning/Adoption:** The speed of adoption and implementation.
- **Quality of Instructional Design:** The quality, clarity, interactivity and adaptability of design.
- **Range of Training Programs:** Breadth of training offerings.
- **Range of Target Audiences:** The scope of the training methodology's target audience (e.g., direct salespeople only, telesales, sales management, train the trainer, etc.).
- **Range of Target Companies:** The scope of applicability of the training methodology across sizes, locations and industries of companies.
- **Post-Training Reinforcement:** The programs, processes and tools that vendors provide to sustain learning past the sales training.
- **Opportunity Management:** The advanced education of sales executives.
- **Basic Selling Skills:** The teaching of fundamental skills used by sales people.

About Franklin Covey Co.

Franklin Covey Co. (NYSE:FC) (www.franklincovey.com) is a global provider of training and consulting services in the areas of leadership, productivity, strategy execution, customer loyalty, trust, sales performance, government, education and individual effectiveness. Clients include 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small- and mid-sized businesses, numerous government entities and educational institutions. Franklin Covey Co. has 40 direct and licensee offices providing professional services in 147 countries.

About The FranklinCovey Sales Performance Group

The FranklinCovey Sales Performance Practice specializes in sales training, consulting, and coaching. The practice helps clients focus and execute around effective sales planning, sales leadership, and consultative selling skills to help their clients succeed. Global clients include Fortune 100, Fortune 500, Fortune 1000 companies, and others. (www.franklincovey.com/spg)

Source: FranklinCovey

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