

## ES Research Group Assesses Nation's Top Sales Training Companies; FranklinCovey Sales Performance Group Named as the Leader in Sales Solution Effectiveness

Salt Lake City -- March 13, 2008 -- FranklinCovey (NYSE:FC) announced today that ES Research Group named the FranklinCovey Sales Performance Group as the leader in [sales solution effectiveness](#) in ES Research Group's 2008 Sales Training Vendor Guide, which assessed the nation's top sales training companies.

The FranklinCovey Sales Performance Group 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—the Demise of Dysfunctional Selling and the Advent of Helping Clients Succeed*, by Mahan Khalsa, a highly respected B2B sales expert. ([www.franklincovey.com/spg](http://www.franklincovey.com/spg))

"Based on the [ES Research Group's 2008 Sales Training Vendor Guide](#), the FranklinCovey Sales Performance Group is the leader in sales solution effectiveness," said Dave Stein, CEO of ES Research Group. "FranklinCovey has been a leader for years in personal leadership and performance improvement. Their Sales Performance Group 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. <http://www.ESResearch.com>.

The ES Research Group 2008 Sales 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. (<http://www.ESResearch.com/STVG>)

ES Research Group's 2008 Sales Training Vendor Guide states: "The FranklinCovey Sales Performance Group appeals to sales organizations looking for sustainable organizational change, with an emphasis on reinforcement....They are very strong in the areas of customization and post-implementation reinforcement, which is coupled with an objective measurement program....They draw upon the entire suite of FranklinCovey's practices and offerings for reinforcement and sustainability."

According to ES Research Group's evaluation of the nation's top 19 sales training companies, the FranklinCovey Sales Performance Group outranked the mean score of 18 of these companies in 10 of the 13 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

### **About FranklinCovey**

[FranklinCovey](#) (NYSE:FC) is the global leader in effectiveness training, productivity tools, and assessment services for organizations and individuals. FranklinCovey helps companies succeed by unleashing the power of their workforce to focus and execute on top business priorities. Clients include 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. Organizations and individuals access FranklinCovey products and services through corporate training, licensed client facilitators, one-on-one coaching, public workshops, catalogs, more than 80 retail stores and [www.franklincovey.com](http://www.franklincovey.com). FranklinCovey has nearly 1500 associates providing professional services and products in the United States and for 37 international offices, serving more than 100 countries.

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