

FranklinCovey Sales Performance Group Ranked Among 2008 Top Sales Training Companies by Training Industry, Inc.

Salt Lake City -- March 26, 2008 -- FranklinCovey (NYSE:FC) announced today that the Sales Training Community at Training Industry, Inc. named its Sales Performance Group as one of the 2008 Top Sales Training Companies. This recognition by Training Industry Inc. identifies leaders within the sales training industry that have demonstrated experience and excellence in providing services to their clients. FranklinCovey's Sales Performance Group was named among 20 companies in the Top Sales Methodology Training Companies category for excellence in training sales professionals on selling skills or selling processes.

[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 execute and build capabilities around effective sales planning and process, 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, who is a highly respected B2B sales expert. (www.franklincovey.com/spg)

"The FranklinCovey Sales Performance Group was named as one of the [2008 Top Sales Methodology Training Companies](#) because of their excellence in sales process and selling skills training," said Susan Niemchak, Managing Director, [Sales Training Community](#), Training Industry, Inc. "We used a rigorous evaluation process and we congratulate them on making this prestigious list of the nation's best sales training companies."

[Training Industry, Inc.](#) offers professional, online learning communities and services, including the Sales Training Community at TrainingIndustry.com to provide intelligence, best-in-class business strategies, practices and processes to facilitate mutually beneficial partnerships between training suppliers and industry executives. The Sales Training Community provides a place where corporate and government executives access trusted information and intelligence around leading learning products and information around sales training and sales training suppliers.

More than 100 companies were assessed using Training Industry, Inc.'s Vendor Selection Capability Model, which evaluated 12 differentiating capabilities as follows:

- **Experience in Sales Training**
- **Geographic Reach for Training Delivery**
- **Market Visibility**
- **Analytics and Evaluation Criteria Applied to Sales Training**
- **Talent of Corporate Management & Staff**
- **Impact on Sales Training Practices & Programs**
- **Strength of Clients**
- **Strategic Alignment of Sales Training**
- **Breadth of Services**
- **Thought Leadership**
- **Success in Implementing Sales Training initiatives**
- **Utilization of Technology**

Of the 100 plus sales training companies evaluated, 34 companies were selected and placed into three categories:

- **Sales Methodology**
- **Tools or CRM Training**

- **Product 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. 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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