



Senior Consultant

# Phillip M. Ray

Ball Ground, Georgia

Phillip Ray began his sales career in 1990 at the Covey Leadership Center while finishing his undergraduate degree at Brigham Young University. He spent the first five years of his career working for and being mentored by the likes of Stephen R. Covey, A. Roger Merrill, Greg Link, and many other important pioneers at the Covey Leadership Center.

As a natural salesman and entrepreneur at heart, Phillip left the comfort of The Covey Leadership Center and started a successful, direct marketing company during the pioneering days of the internet. His company was aligned and focused strategically on the automotive sales and service sectors. There, he counted Nissan North America, Toyota, and Lexus as professional partners for many years.

With real world leadership and sales experience, along with hard-won knowledge, in the trenches of leading a fast-growing business, he never lost his love for the inviolate principles taught at the Covey Leadership Center. After the sale of his business, Phillip was recruited back to FranklinCovey and has been reunited in both sales and consulting roles for over 13 years.

Phillip is a strategic business partner, helping sales professionals, sales leaders and operational leaders deconstruct their strategic intent and turn them into actionable skills of accountability. In addition, he has helped leaders execute their most important strategy, from United Parcel Service (UPS), Carnival Cruise Lines, Aflac, Cox Communications, RPM, and many others, sharpen their skills and focus, amid convergent and competing forces. Phillip has helped to deliver real results, as a valued strategic partner, consultant, and friend to his many clients.

## Highlights

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In 2021, Phillip helped architect and steward one of the largest commercial engagements in FranklinCovey's history.

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Phillip's strategic sales experience helped FranklinCovey and Carnival Cruise Line establish a durable, high trust partnership that led to CCL's best ever NPS scores and millions of dollars in revenue growth.

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Phillip and his wife Summer have raised 5 children in their suburban Atlanta home. They have a Labradoodle named Hazel.

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Phillip is a terrific grandfather to his grandchildren.

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Phillip loves to golf, drive his custom golf cart, and be on the lake in hot Georgia Summers.

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## What learners say about Phillip...

*"Phillip did a fantastic job at facilitating a safe space where we can test the sales techniques being taught and "fail fast" to improve our skills."*

*"Phillip was engaging and was able to really help provide great context. His feedback/conversation was great."*