

Press Release: Tyson Group



Lance Tyson Announces Release of His New Book *Selling is an Away Game*

Lance Tyson, President and CEO of Tyson Group, announced today his newly released book, *Selling is an Away Game: Close Business and Compete in a Complex World*, which focuses on gaining insight into the buyer's mindset to improve sales.

Tyson, who has trained sales teams in the sports and entertainment industries for over 15 years, says that in the sales game there's never a home-field advantage; it's always an away game, taking place in the buyer's mind. Home-field advantage or not, Tyson explains how to use a tried, tested and proven process that will give the motivated sales person the tools to rise above the competition.

Tyson facilitates, trains, and conducts more than 100 workshops annually in areas such as sales, leadership, sales management, customer service, and team building. As the man behind the company, he leads Tyson Group to take a diagnostic approach to understanding your sales team and the gap his company can help you fill. Working with some of the biggest names in sports and entertainment, including the New York Yankees, the Dallas Cowboys, and Legends, Tyson Group exudes their mission with their customers: to coach, train, and consult with sales leaders and their teams to compete in a complex world.

You can find out more about his book below.

Selling is an Away Game: Close Business and Compete in a Complex World

By Lance Tyson

Published by Advantage on July 13, 2018

Lance Tyson says that having a predictable sales process to yield a predictable result is a big part of being successful in sales. The best salesperson doesn't always win; the best salesperson with the best process does.

In this book readers will learn:

- You don't have to build a better mousetrap; you have to do a better job of selling your mousetrap.
- Attitude drives success—you have to have the grit and persistence to be successful.
- Successful people form the habits of doing things that unsuccessful people don't like to do.
- You have seven seconds to open somebody's eyes and get their attention.
- Everyone wants to feel that they got a good deal.

About Lance Tyson and Tyson Group

Lance Tyson, author of *Selling is an Away Game: Close Business and Compete in a Complex World*, is President and CEO of Tyson Group (www.tysongroup.com). He is an authority in the sales world with a passion for developing strong business leaders. Finding his passion for training as a franchise owner of Dale Carnegie, he eventually built the most successful Dale Carnegie operation in North America. After a 15-year run, Lance sold his interest in Dale Carnegie and formed Tyson Group (formerly PRSPX), which specializes in helping sales teams achieve consistent success in a constantly changing market.

The mission of Tyson Group is to coach, train, and consult with sales leaders and their teams to compete in a complex world. Our focus is to diagnose your sales team and propose solutions that deliver results that make sense for your organization and needs. We aren't just a company that provides training—we are a partner that provides solutions.

Featured by Selling Power on the 2018 Top 20 Sales Training Companies list, our innovative approach provides training and coaching in areas such as sales, leadership, sales management, presentation skills, and customer service.

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