

**Press Release: Tyson Group**



**TYSON GROUP, A LEADING SALES CONSULTING FIRM,  
WINS SILVER AWARD IN 2020 STEVIE® AWARDS  
FOR SALES & CUSTOMER SERVICE**

Columbus, Ohio – March 4, 2020 – Tyson Group was presented with the Silver Stevie® Award in the category of Sales Consulting Practice of the Year in the 14th annual Stevie Awards for Sales & Customer Service.

The Stevie Awards for Sales & Customer Service are the world’s top honors for customer service, contact center, business development and sales professionals. The Stevie Awards organizes eight of the world’s leading business awards programs, also including the prestigious American Business Awards® and International Business Awards®.

The awards were presented to honorees during a gala banquet on Friday, February 28 at Caesars Palace in Las Vegas, NV. More than 600 executives from the U.S.A. and several other nations attended.

More than 2,600 nominations from organizations in 48 nations of all sizes and in virtually every industry were evaluated in this year’s competition. Winners were determined by the average scores of more than 180 professionals worldwide on seven specialized judging committees. Entries were considered in more than 90 categories for customer service and contact center achievements, including Contact Center of the Year, Award for Innovation in Customer Service, and Customer Service Department of the Year; more than 60 categories for sales and business development achievements, ranging from Senior Sales Executive of the Year to Sales Training or Business Development Executive of the Year to Sales Department of the Year; and categories to recognize new products and services and solution providers.

Lance Tyson, President and CEO of Tyson Group, stated “I’m so proud of my team for being given the Silver award in Sales Consulting Practice of the Year. We stood up against some of the most competitive sales consulting firms in the industry, and it’s an honor to be given this award and be in their presence. It’s a testament to the hard work of a talented group of people. Without this team, my company would not have grown to into the sales consulting firm that we are today.”

Being a finalist in this category with so many other strong firms is a compliment to my team and the hard word they’ve put in over the last few years. Their business acumen combined with our company’s solutions prepares sales teams to handle unpredictable situations with confidence.”

“Stevie Award winners from around the world should be very proud of their achievements. The judges were impressed with the vast range of nominations submitted

for 2020 and have agreed that their accomplishments are worthy of public recognition,” said Stevie Awards executive chairman, Michael Gallagher.



Details about the Stevie Awards for Sales & Customer Service and the list of Stevie winners in all categories are available at [www.StevieAwards.com/sales](http://www.StevieAwards.com/sales).

### **About Tyson Group**

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. As a sales consulting firm that works with companies of all sizes and across all industries, Tyson Group is well established in the pro-sports industry working with some of the most recognized brands in the world: Dallas Cowboys, New York Yankees, Houston Rockets, and Tampa Bay Lightning. For more information about Tyson Group, please visit the website at [www.tysongroup.com](http://www.tysongroup.com).

### **About The Stevie Awards**

Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Great Employers, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 12,000 nominations each year from organizations in more than 70 nations. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at [www.StevieAwards.com](http://www.StevieAwards.com).

Sponsors of the 14th annual Stevie Awards for Sales & Customer Service include HCL Technologies, Sales Partnerships, Inc. and ValueSelling Associates, Inc.

For more information, contact:  
Sian Valentine  
Corporate Communications  
Tyson Group  
(614) 437-9505  
[sian.valentine@tysongroup.com](mailto:sian.valentine@tysongroup.com)  
[www.tysongroup.com](http://www.tysongroup.com)

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