

Press Release: Tyson Group

**TRAINING INDUSTRY 2020 ANNOUNCES - TYSON GROUP –
AS B2B SALES TRAINING COMPANY TO WATCH**



DUBLIN, OH – May 5, 2020 – In a year marked by uncertainty, sales organizations in entertainment, travel, membership, real estate, and other key industries seek to optimize performance. Ohio based Tyson Group, a leader in developing champion sales teams is selected by Training Industry for the 2020 Top Sales Training Companies Watch List.

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.

Training Industry is the leading research and information resource for corporate education leaders. Selection to the 2020 Training Industry Top 20™ Sales Training Companies List is based on:

- Thought leadership and influence on the sales training sector.
- Breadth and quality of sales training topics and competencies.
- Company size and growth potential
- Industry recognition and innovation
- Strength of clients and geographic reach.

Danielle Draewell, a market research analyst at Training Industry, Inc., stated, “The companies selected... bring unique and specialized strengths to the sales training industry. These organizations create exclusive learning experiences and sustainment practices that keep the learner involved and connected in the industry.”

Details about Training Industry and the 2020 Top 20™ Sales Training Companies List are available at <https://trainingindustry.com/top-training-companies/sales/2020-top-sales-training-companies/>.

“I’m so honored,” said Lance Tyson, President and CEO of Tyson Group, and bestselling author of *Sales Is An Away Game*. “Such milestones aren’t the result of any single individual. The entire team deserves recognition. To be included on a list of influential players is an affirmation that we’re making an impact on the sales community. Now, more than ever the competitive advantage we provide sales leaders is critical to their organization’s success. Tyson Group is pushing even harder to provide value.”

Part of Tyson Group’s innovative sales methodology includes effectively converting in-person trainings to an online, virtual, and interactive model. With the U.S. still in lockdown, Tyson leads sales training innovation using technology like Zoom and Linked In, Tyson is hosting free webinars, providing access to topic-specific content, and connecting executive sales leaders to the B2B community through curated sales conversations.

Lance Tyson is available for insights around the future of large events, selling through economic downturn, Millennials surviving layoffs, and what changes trade shows and service providers need to make to thrive through crisis.

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. For more information about Tyson Group, visit the website at www.tysongroup.com.

About Training Industry

Training Industry is the most trusted source of information on the business of learning. Their authority is built on deep ties with more than 450 expert contributors who share insights and actionable information with their peers annually. Training Industry's live events, articles, magazine, webinars, podcast and reports generate more than 5 million industry interactions each year, while the Top 20 Training Companies Lists help business leaders find the right training partners. For more information about Training Industry, please visit the website at <https://trainingindustry.com>.

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