

## Press Release: Tyson Group



### PRSPX Announces Rebrand to Tyson Group.

Dublin, Ohio (June 22, 2018) – PRSPX, a leader in sales training and coaching, announced today the business’s rebrand to Tyson Group to focus on tailored training solutions that begin with a diagnostic approach to understanding individual sales teams and their leaders in the areas of sales, leadership, sales management, presentation skills, and customer service.

Tyson Group has been restructured with a new logo, website, and mission: coach, train, and consult with sales leaders and their teams to compete in a complex world. Their goal is to diagnose sales teams to propose solutions that make sense for each organization and their unique needs. The tailored approach is based on identified gaps and includes specific learning objectives for each organization and the results they want to achieve.

To gain a deeper understanding of the sales teams’ needs, Tyson Group immerses into an evolution with each team to assess, design, train, and coach. The evolution begins with assessing a team’s competencies to determine strengths and weakness. Then, a tailored playbook is designed with a defined action plan for further team development to meet the needs of the marketplace. This leads into tailored training solutions and on-going coaching.

“The rebrand capitalizes on our mission to coach, train, and consult with sales leaders and their teams to compete in a complex world,” says Lance Tyson, President and CEO of Tyson Group. “We are excited to share our knowledge with companies of all sizes and in all industries to help their sales teams perform at the highest levels.”

Tyson Group was recently selected by *Selling Power* magazine as one of the Top Sales Training Companies of 2018 after submitting a comprehensive application that included a detailed listing of their offerings for both training and retention, innovative solutions and services they have developed, and their company’s unique contributions to the sales training marketplace. <https://www.sellingpower.com/resources/2018/top-20-sales-training-companies>

The rebrand comes in conjunction with the publication of the book “*Selling is an Away Game*” by company President, Lance Tyson.

For more information about Tyson Group, please visit the website at [www.tysongroup.com](http://www.tysongroup.com).

## 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.

Working 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.

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)

###