

# The Brooks Group Named One of 2025 Best Employers in North Carolina

*Leading sales training company  
recognized for workplace culture and  
employee experience*

GREENSBORO, NC, UNITED STATES, April 16, 2025 /EINPresswire.com/ -- [The Brooks Group](#), a



We believe our people are our most important asset. The Brooks Group has a culture of trust, dedication, caring, and enthusiasm that supports our employees and our clients' success."  
*Spencer Wixom, President and CEO, The Brooks Group*

leading sales training and development company, announced it has been recognized as one of the 2025 Best Employers in North Carolina by [Business North Carolina](#) magazine.

"We believe our people are our most important asset," said Spencer Wixom, president and CEO of The Brooks Group. "The Brooks Group is a great place to work because we invest generously in creating a culture of trust, dedication, caring, and enthusiasm that supports our employees and our clients' long-term success."

Now in its twelfth year, the Best Employers in North Carolina awards program identifies and recognizes the area's best employers and provides organizations with valuable employee feedback. The award process includes a survey of company employees on dozens of topics from recruiting practices to recognition programs.

The Brooks Group engages and retains employees by aligning around nine core values: empowerment, life-long learning, resiliency, integrity, passion, agility, customer focus, positivity, and problem-solving. The company uses these values to direct and develop its teams.

The Brooks Group prioritizes a strong culture and believes when the company wins, everyone wins. It acknowledges employees at every level through a profit-sharing program and promotes mutual trust by allowing flex time and hybrid work, and offering weekly all-company huddles, quarterly town halls, game lunches, workiversaries, wedding and baby showers, and a well-stocked snack and coffee bar.

Winners will be recognized in the June issue of Business North Carolina magazine and at the awards gala on June 19, 2025 at the Grandover Resort in Greensboro, NC. For more information

about the Best Employers in North Carolina award, visit <https://businessnc.com/bestemployers/>.

About The Brooks Group

We unlock sales potential. The Brooks Group is the leading sales training and development company empowering sales teams to generate breakthrough results. Notable clients include Airbus, Avita Medical, Bobcat, Hitachi Energy, Mack Trucks and Volvo Trucks, SANY Americas, Texas Instruments, and the United States Air Force. To learn more about our suite of ROI-driven [sales training and development programs](#), best-in-class assessments, and industry-leading reinforcement tools, visit [brooksgroup.com](http://brooksgroup.com).

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The Brooks Group is One of the Best Employers in North Carolina

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