Tyson Group and Advent Announce Strategic Partnership to Help Organizations Sell, Recruit, and Raise Funds

DUBLIN, OH, UNITED STATES, November 2, 2026 /EINPresswire.com/ -- After nearly a decade of collaborating informally on client projects, Tyson Group, an award-winning training and consulting firm, and Advent, an experience creation firm that helps organizations tell their stories, today announced a strategic partnership.

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>
> *Lance Tyson, President and CEO*

The two companies will bring complementary capabilities to shared clients across sports, higher education, healthcare, and other markets where a well-designed space and a well-prepared team produce stronger revenue outcomes.

Advent creates the environments in which organizations sell, recruit, admit, and raise funds: stadium sales and preview centers, storytelling technology experiences that let buyers explore a venue, college admissions and recruiting spaces, and fundraising environments that communicate an organization's history and vision. Tyson Group equips the people who work in those environments to maximize their effectiveness through training, meeting and tour strategy, coaching, and the conversation skills that move a visitor from interest to commitment.

The firms' most recent engagement shows how they work in sequence. Advent created digital and static storytelling experiences for the Jacksonville Jaguars' new sales preview center. Tyson Group's trainers then spent a week with the Jaguars' sales team inside it, preparing them to lead tours, guide conversations, and convert opportunities within the new space, so the team could make full use of the environment from the day it opened.

The two firms will bring the same approach to future clients, coordinating on engagements where design and performance intersect.

“Organizations invest enormous resources in the places where their most important conversations happen, and too often the people in those rooms are left to figure out how to use

them," said Lance Tyson, President and CEO of Tyson Group. "Advent creates experiences that move people. We prepare the sales team to lead the conversation once people are moved. Putting those two strategies together is how a preview center, an admissions space, or a fundraising environment becomes a revenue driver. Higher education is where we see the biggest opportunity. Every team that drives revenue on campus, whether it's fundraising, admissions, or sports revenue, is having sales conversations every day, but too often they're doing it without a playbook. They deserve the same sales strategies and proven methods we bring to any high-performing sales team."

"The partnership between Advent and Tyson Group creates the complete package for clients," said John Roberson, Founder and CEO of Advent. "Our team creates storytelling experiences in spaces to help persuade and drive value. Tyson Group's team equips clients with the strategic tools to carry that vision to completion. It is an honor to work alongside the Tyson Group team."

Expanding Into Higher Education and Beyond

The partnership also supports Tyson Group's continued expansion into higher education, where Advent has a long record of work in admissions, athletics, student life, and advancement environments. Tyson Group's higher education practice brings the firm's sales performance discipline to enrollment, athletics, and fundraising teams, and the partnership creates a natural path for the two firms to serve institutions together, from the design of the admissions experience to the training of the counselors who lead it. Tyson Group has already partnered with major universities across athletics and fundraising.

About Tyson Group

Tyson Group is an award-winning sales training and consulting firm that helps organizations drive predictable revenue growth by optimizing sales effectiveness. Through its proprietary Sales Team Science® framework, Tyson Group combines diagnostics, enablement, sales training, and coaching to deliver measurable performance outcomes. Tyson Group partners with leading organizations across industries to align sales strategy, develop talent, and build scalable systems for sustained growth. A four-time Inc. 5000 honoree, Tyson Group works with more than half of all NFL, NBA, and MLB teams. Learn more at www.tysongroup.com.

About Advent

Advent is a world-class experiential design and technology company that transforms physical spaces into captivating storytelling environments. By combining research, technology and storytelling, Advent helps sports franchises, universities, and corporate leaders connect deeply with their audiences, drive engagement, and generate revenue. In 2025, Advent introduced The Immersive Cube® technology powered by the Advent Operating System (AOS) built on 12 years of Advent's experience management system research and development. The Cube is a seamless 270-degree LED canvas that transforms walls, floors and ceilings into an immersive experience that brings future vision to life. To learn more, visit www.adventmovespeople.com.

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