

Press Release

For Immediate Release
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SRG Formally Announces Brand Refresh

An exciting brand launch helps to reflect SRG's core business offerings more clearly to customers and prospects.

Naples, Florida—SRG, a data-based, workplace talent solutions company that is revolutionizing how organizations connect with current and prospective talent, announces the launch of its new vision and brand refresh with a streamlined approach to their product lineup, an enhanced customer service focus, as well as a new leadership team with established ties to the human capital space.

The brand refresh includes; a new website, updated logo and tagline, establishment of a thought leadership program, and social media accounts, all in an effort to help those in leadership and management positions unleash a new sense of connection and purpose in their people.

"A revamped brand identity is testament to the fact that we are the same trailblazing company we were when we got into the human capital business 35 years ago," says Benson Smith, CEO at SRG, "we are going to differentiate ourselves by the fact that we are a mid-sized company with the energy of a startup and stability of a large company, offering the best of both worlds to our customers, employees and partners."

SRG will continue to remain focused on its core competencies of talent assessment, predictive hiring, and performance management while advancing their coaching presence across the nation. Establishing and growing their brand identity, the company aims to advance their footprint with an emphasis on customer-centric solutions, product growth opportunities, and an integrated product suite. "This refresh is coming at just the right time," says Linda Goa Smith, COO and Co-Founder at SRG, "2020 was a tumultuous year, but it led to companies changing their approach to managing their sales forces. Now is the time to hire right, retain top talent, and establish high-performing teams."

SRG partnered with Get Back Here Dog, a communications consulting agency to continue to educate human resource professionals, managers, and leadership teams on the value of putting human behavior to work for their teams. Throughout the duration of the

partnership, the teams will work together to increase awareness of human capital categories through strategic press outreach and product seeding.

About SRG: Helping business leaders find the courage to transform their teams at speed, SRG helps organizations understand and maximize the unique talents of individuals. Using a combination of experience and globally-derived data, SRG has developed a suite of tools that help identify and develop employee talents, maximize performance, and create organizational success. SRG is an industry-leading talent development consulting firm that trains, consults, and partners with your business to help you grow from good to great.

Learn how SRG can help you transform your business into a world class organization: salesresearchgroup.com. For thought leadership follow us on [Facebook](#) and [LinkedIn](#) @salesresearchgroup.

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