

**For Immediate Release**

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## **Sheraton Suites Key West Simplifies the Booking Process with Knowland's Target Net**

*Sheraton hotel streamlines their group booking process with innovative sales & catering tool*

**Washington, D.C., 10/10/11-** [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, has recently signed up the [Sheraton Suites Key West](#) for [Target Net](#). Located in Key West, Florida with beautiful views and ample sunshine, it is the perfect island retreat for holding business meetings and other social events.

The Key West hotel offers meeting facilities that bring something special for corporate conferences. With over 1,100 square feet of meeting space, combined with several outdoor terraces and beaches, the Sheraton Suites Key West ensures a remarkable setting for any occasion.

“Target Net will generate leads for the Sheraton Suites Key West sales team to pursue, and then will help turn those opportunities into bookings,” [Knowland CEO Michael K. McKean](#) said. “Target Net is true sales force automation that will help the sales team quickly and efficiently get down to business and drive revenue.”

Operating from the cloud, [Target Net](#) is browser-based and does not require expensive installations and maintenance like other outdated software systems. It provides true sales force automation, and is the only complete business development solution for hotels. Sales managers use the program for every step in the booking process –from meeting space to table configuration.

With access to the world’s largest group database, Target Net puts the Sheraton Suites Key West’s sales staff in contact with solid leads with verified contact information for meeting planners. From there, employees can execute events, from start to finish. With Target Net, sales teams can quickly and effectively drive revenue.

### **About The Knowland Group**

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in the Mid-Atlantic region of the United States, serves more than 3,000 hotel clients and 25,000 users globally. Knowland was ranked as the fifth fastest growing software company (public or private) in North America by Deloitte and the second fastest growing private company in the travel industry for both 2009 and 2010 by Inc. Magazine. For more information, visit [www.KnowlandGroup.com](http://www.KnowlandGroup.com), call 410-860-2270, or follow us on Twitter [@knowlandgroup](https://twitter.com/knowlandgroup).