

For Immediate Release

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Knowland Uses the Force to Train Jedi Sales Masters

This is the second in a five-part series: The Knowland Employee Development Pipeline

Washington, DC 7/28/11 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, has a team of experienced Jedi Sales Masters on its force. Building a top-notch sales crew doesn't happen overnight – it takes time to go from Youngling to Master. And just like a Jedi, Knowland sales professionals must have the deepest commitment and a serious mind to become full-fledged Masters.

The path to the highest and most esteemed Jedi sales rank begins with hard-working, motivated people and continuous training. Knowland developed the [Knowland Employee Development Pipeline](#) to foster employees' skills to their fullest potential. The pipeline combines training, access to hospitality and industry publications and a defined pathway to promotion within each department. Nearly 50 different training classes are offered throughout the year to help employees work smarter and more efficiently. The classes give hands-on experience to help both new and seasoned employees become proficient in using new products, new features and advanced techniques.

Jedi Sales Techniques is a seven-part series that teaches powerful sales practices to all the Knowland Sales Padawans. They learn how to become a part of the Sales Force and use their powers for the benefit of all. Each of the classes focuses on key skills and strategies to help them build rapport with clients and make the sale.

"When you have a group of sales professionals who are highly-trained and comfortable in their jobs, their confidence will shine through in each and every client interaction," [Chief Learning Officer Bill Cushard](#) said. "The Knowland culture is one in which our employees never stop learning. At the end of the day, it's a win-win situation because this makes our employees perform better and makes Knowland grow faster."

Once the seven Jedi Sales classes are complete, graduates join the ranks of the Knowland Jedi Sales Masters, armed with all of the knowledge, experience, and sales tools Knowland has to offer (lightsabers not included).

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, call 410-860-2270, or follow us on Twitter [@knowlandgroup](#).