

For Immediate Release

Contact: Kaitlin McCarthy, Communications Manager
The Knowland Group
(202) 312-5880 ext. 303
kmccarthy@knowlandgroup.com

Knowland Links Florida Golf Resort with Target Net

GreenLinks Golf Villas at Lely Resort is part of Target Net's growing client list

Washington, DC 8/10/11 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, signed up GreenLinks Golf Villas at Lely Resort for [Target Net](#) service. The resort is known for its two championship golf courses, fine dining, spa and first-class meeting facilities.

The Naples, Fl., golf resort boasts meeting facilities that are an escape from traditional corporate conferences. Its 2,300 square feet of meeting space is enhanced with beautiful views, abundant sunshine, golf courses, tennis and a rejuvenating spa.

“Target Net and GreenLinks are the perfect partnership,” Knowland CEO [Michael K. McKean](#) said. “Our sales force automation and meetings management tool will help the resort track down groups that are perfect for the property and help manage each event from meeting space to menus.”

Target Net provides true sales force automation and was created with frustrated hoteliers in mind. Operating from the cloud, Target Net is browser-based and does not require expensive installations and maintenance like other archaic software systems. The tool can run more than 40 reports independently – including Activity Reports and Rooms Pace and Daily Transactions.

With access to the world's largest group database, Target Net puts GreenLinks' sales staff in contact with solid leads supplemented with verified contact information for meeting planners. From there, GreenLinks can execute events, from table configuration to food. The newly enhanced Target Net includes a user-friendly BEO interface, allowing GreenLinks to share necessary information quickly – from the sales team to the front desk to the housekeeping staff.

GreenLinks' sales team can also stay connected with their Facebook fans through the [Target Net Social](#) tab. In fact, they can keep tabs on all the property's social media accounts and post pictures, links, status updates and videos without ever leaving the system. With Target Net, the GreenLinks sales team can pursue, book and deliver on every group account!

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](#).