

For Immediate Release

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Insight Database from Knowland Surpasses 100,000 Contacts

Innovative Business Development Firm Provides Micro-targeted Meeting Planner Contacts to the Global Hospitality Industry

Salisbury, MD, 4/15/10 – [The Knowland Group](#) has recently added the 100,000th contact to its immense database of organizations, corporations and companies, all with group booking needs. The Insight database is the foundation of the lead generation service within the Knowland Business Development Suite. When combined with Knowland proprietary smart targeting technology, sales teams have access to all the micro-targeted sales leads they need to dramatically increase group sales for their property.

“With our database, sales managers don’t have to waste time tracking down the right event planner,” said Knowland Group CEO [Michael K. McKean](#). “We give them the information they need to reach the person they want on the first call.”

The Knowland Group helps clients move beyond arbitrary cold calling and instead cultivate real professional business development. This process begins with identifying the best groups to contact and figuring out how best to reach them. The Knowland BDS makes it easy for hotel sales teams to find just the right groups for their property, then provides them with all the contact information they need. This contact information is verified on a regular basis to ensure its accuracy.

By narrowing the field to only the highest probability leads, they get the most out of every phone call they make. Proactive sales become a productive undertaking instead of an ongoing chore. That’s the beauty of the Knowland Group.

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 Salisbury, MD, serves over 100 markets within the United States, Canada, Mexico, the Caribbean, the United Kingdom, Thailand and the United Arab Emirates. Recently featured on the *Inc.* [Fast 500 List](#), The Knowland Group is the second fastest growing company in the travel industry. For more information, visit www.KnowlandGroup.com, call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).