

For Immediate Release

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Knowland Shatters Monthly Sales Numbers with Record June

Innovative business development firm practices what it preaches with proactive sales

McLean, VA, 07/07/10 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, recently recorded their best monthly sales numbers ever. Using the business development process designed by the Knowland Group for the hospitality industry, the sales team nearly doubled their previous sales record. The over 250 contracts signed in June include deals with Marriott in their west southwest and central northeast regions as well as all of Harrah's Entertainment properties.

Knowland's commitment to innovation was one of the driving forces behind the company's most successful month since its founding in late 2004. [Readers](#) and [Insight](#) have fundamentally changed the way field research and lead generation is done in the hospitality industry. They continue to be adapted and improved upon to add value for clients.

[Target Net](#), Knowland's recently launched sales force automation and meetings management tool, was designed with the same focus on innovation. In addition to the new clients already signed up, 75 Target Net demos were set in June. The momentum is truly building around this revolutionary Software as a Service (SaaS) tool. Knowland has also begun to offer dedicated business development professionals from the [Event Booking Center](#) to multiple hotels. These experienced cold callers are tasked with becoming an extension of the hotel's sales team, focusing on proactive sales.

A series of sales trips this spring also gave sales a big boost. Knowland representatives visited existing and potential clients in dozens of cities across the world including Boston, Cincinnati, Portland, San Diego, and London. Orlando has become one of many great Knowland success stories, with 17 contracts signed in the last two months, including nine in June alone – and they're still coming in.

From these ongoing conversations with hoteliers, the Knowland Sales team has noticed a change in attitude towards the future of the hospitality industry. Hotel sales teams are becoming more optimistic about next year's prospects. This combined with the budget planning currently underway for next year means the timing is right for hotels to take advantage of all of Knowland's business development tools.

“Hoteliers are beginning to see that group business is turning a corner after being in a tailspin for so long,” said Knowland EVP of Sales & Marketing [David McKean](#). “Knowland’s business development solutions will ensure they have the competitive edge to find and book that new business.”

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 McLean, VA, serves over 2,000 hotel clients and 17,000 users globally. 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](#).