

**FOR IMMEDIATE RELEASE**

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## **Knowland Group Introduces its Business Development Suite for the Hospitality Industry**

***Knowland BDS is a Cost-Cutting, Web-Based Package that Helps Hotel Sales Managers Find, Prospect, Book & Plan Group Events Simultaneously***

**Salisbury, MD—2/8/10—** [The Knowland Group](#), a leading provider of business development solutions for the global hospitality industry, today introduced its Business Development Suite™ (Knowland BDS). This package combines powerful business development software and service solutions with Knowland's sophisticated patents-pending Smart Targeting technology. Based on an affordable and easy-to-use Software-as-a-Service (SaaS) platform, the Knowland Business Development Suite is designed to radically increase group bookings and decrease costs associated with meetings and catering management software products.

Made up of a few core components, the Knowland Business Development Suite includes:

### **Business Development Software**

**[Target Net](#)**—Sales Force Software with Intelligence. A true sales force automation and meetings management tool, featuring advanced lead generation, sales prospecting, and event management functionality

**[Insight](#)**—Leads Database. A massive database of meeting planner contact details and past meeting activity for over 300,000 corporations, associations, federal, state and local government agencies, social, religious, fraternal and other organizations.

### **Business Development Services**

**[Readers](#)**—Field research for agile competitors. The world's largest hotel field research service. An ongoing service the entails over 400 field researchers collecting data every day on events occurring at over 3,000 hotels across North America and beyond.

**[The Event Booking Center](#)**—Telesales. World class cold calling, appointment setting and event booking services generated from the Knowland Event Booking Center in Salisbury, MD.

### **Business Development Science**

**Smart Targeting** –Patents pending micro-targeting technology. Designed to generate highly intelligent, smart targeted sales lead based on a group’s past meeting activity. Presented through a variety of easy to use and understand concepts such as star ratings, similar group suggestions and more. Smart targeting technology ensures a hotelier’s proactive sales activities have high success rates

“The Knowland Business Development Suite is a powerful tool designed to bring true, modern, proactive business development processes to the group meeting space,” said Knowland Group CEO [Michael K. McKean](#). “Especially in the current economic environment, this tool can be a powerful advantage for hoteliers.”

The most affordable business development or meetings and catering management package on the market, the Knowland Business Development Suite offers multi-property discounts and custom product packages that can be tailored to fit any hotel’s needs. In addition to the core components above, training and advanced client care support services are included in the package for a fraction of the cost of similar offerings by the likes of New Market International or Hotel SystemsPro.

#### **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](http://www.KnowlandGroup.com), call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).