

For Immediate Release

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Strand Development Chooses Knowland's Target Net to Drive Revenue and Propel Sales

Knowland's ground-breaking sales & catering tool will be used at 23 properties

Washington, DC, 09/13/11 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, recently launched [Target Net](#) at 23 [Strand Development Corporation properties](#). By choosing Target Net, Strand Development now has a cost effective platform for properties to acquire new customers, keep current clients satisfied and drive revenue. The Target Net properties are located in Delaware, Georgia, Maryland, North Carolina, Pennsylvania, South Carolina, Tennessee and West Virginia.

[Strand Development Corporation](#) was established in 1970 in the Myrtle Beach area and has quickly grown to be a market leader in the Southeast. In just 40 years, Strand Development Corporation has expanded to 10 states, built affiliations with more than 20 brands and independent hotels and now has a portfolio of more than 60 hotels.

"We've been struggling with how to ensure that our sales systems are consistent across our portfolio of hotels and we were looking for a solution that was automated, easy to use, and easy to budget for," said Corporate Director of Sales and Marketing Tammy Hart-Coon. "We are excited about implementing Target Net. The low monthly cost helps us keep our expenses in line while ensuring our staff benefits from having better productivity."

As a true sales force automation platform, [Target Net](#) helps sales managers easily navigate and manage their sales funnel from start to finish. It was the first of its kind to include powerful lead generation capabilities built right in. Operating from the cloud, Target Net is browser-based and does not require expensive installations and maintenance like other software systems. The tool can run more than 40 customized reports from Activity Reports to Daily Transactions.

With access to the world's largest group database, Target Net puts Strand Development's sales staff in contact with solid leads and verified contact information for meeting planners. The tool allows sales teams to complete events, from table configuration to food and share important information quickly. Target Net includes a user friendly BEO interface that makes it simple to create customer friendly and operationally sound BEOs.

While other meetings management software companies are in denial about the importance of social media, the Knowland Group has already created an [integrated social media dashboard](#) within Target Net. Strand Development's sales managers will be able to quickly reach out to current and prospective clients on Facebook, Twitter, and LinkedIn. Target Net is also available on the Apple iPad and iPhone so sales managers can access the platform anywhere, anytime.

"Strand Development wanted to be with a forward-thinking company and we are very excited to offer them our ground-breaking sales and catering software." Knowland CEO [Michael K. McKean](#) said. "Target Net will make finding, contacting and booking new group business a quick and efficient process for Strand Development's properties."

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, serves over 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](#).