

For Immediate Release

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Fredericksburg Inn & Suites Selects Knowland's Target Net

Ground-breaking sales & catering platform streamlines the booking process, allowing hotels to quickly and efficiently drive sales

Washington, D.C., 10/27/11- [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, has recently signed the Fredericksburg Inn & Suites up for [Target Net](#). Located along Barons Creek in historic Fredericksburg, Texas, the hotel provides a relaxing, scenic environment for visitors to the Texas Hill Country.

The Fredericksburg Inn & Suites meeting facilities are designed to accommodate banquets, weddings, receptions, reunions, business retreats, classroom training, and more. With over 3,700 sq. ft. of meeting space including the Barons Creek Conference Center, it is the perfect location for groups of all kinds.

"Target Net does more than just manage ongoing sales efforts and meeting planning. It generates leads for sales teams to pursue, and then helps turn those opportunities into bookings." Knowland CEO [Michael K. McKean](#) said. "It is the only complete business development solution for the hospitality industry, making it a natural fit for the Fredericksburg Inn & Suites."

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 outdated software systems. The tool can run more than 40 customized reports independently – allowing hoteliers to track anything and everything they need on global, regional, or property levels.

With access to the world's largest group database, Target Net puts the Fredericksburg hotel's sales staff in contact with solid leads with verified contact information for meeting planners. From there, employees can execute events from start to finish.

Hotel sales team can also reach out to current or prospective clients on the iPad. This [mobile edition](#) gives them the freedom to utilize Target Net both on and off site. With the recent integration of [EchoSign](#), sales managers can seal the deal without wasting time and meeting planners can sign or make changes to a contract in the blink of an eye.

With Target Net, the Fredericksburg Inn & Suites' 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

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