



Conference Center Realizes over 7,000% ROI - Books Over \$500,000 of New Business with Knowland READERS™

Knowland™ Products: READERS™, INSIGHT™

Used by:

- DOSM
- Front Line Sales Managers

Client Size:

- Hotel and Conference Center

Business Benefits:

- Over \$500,000 in new business in less than two years - (Total cost \$6,832 over 20 months - 7,219% ROI)
- 6% occupancy increase
- \$20 RevPAR increase on \$118 rooms -- 16.9%
- Conversion of "a la carte" hotel business to conference center package programs saves customers money

"We closed more than a half a million dollars with the Knowland Group™ reader board service."

-Carl Blanz

Director of Sales and Marketing
International Conference Facility
and Hospitality Management
Organization – Midwestern
United States



Knowland™ helps client track events, develop better prospecting, warm up cold calls and close new business!

One of the leading international conference and hospitality firms in the Midwestern United States needed to track events and event planners, analyze their competition, and develop better prospecting methods. They recognized that better information would help them warm up cold calls, uncover deeper prospect needs, and improve ongoing discussions and negotiations. Knowland READERS™ and INSIGHT™ helped them do all that and more. To date, the organization has booked more than \$500,000 using Knowland™ solutions.



Event Tracking, Competitive Analysis and Prospecting Needed Improvement

As one of the leading business destinations in the Midwest, this conference center and hospitality organization commits significant resources and time to developing existing customer relationships as well as acquiring customers. The commitment requires an intimate and timely knowledge of events in their market.

"Our sales people are very good at getting out and shaking hands with customers and closing business," said the conference center's director of sales and marketing, Carl Blanz. *"But they struggle a bit when it comes to doing research and mapping market segments and industry verticals."*

They needed better methods for tracking the various groups that book events in their region, analyzing their competitive set, and prospecting for new business. They recognized that better information would enable them to warm up cold calls, uncover deeper prospect needs, and improve ongoing discussions and negotiations.

Old System Outdated, Inaccurate and Rarely Used

"The reader board system we were using previously was not very good," said Blanz. *"The reports came as these messy, disorganized faxes that were outdated, inaccurate and too late to offer any significant advantage."* As a result, sales reps rarely used the information.

"We were looking for any kind of improvement," continued Blanz. *"If we could find an automated, Web-based reader board solution that netted an additional \$50,000 in revenue every year, that would have exceeded our expectations."*

Knowland Group™ Solution - "I'd never seen anything like it before."

The organization stumbled upon The Knowland Group's reader board solution by chance. *"Our initial reaction was, 'Who are these guys, and could what they're describing possibly be this good?'"* said Blanz. *"Once we saw the demo, we definitely knew something was different. I'd never seen anything like it before."*

Initially, Blanz was overwhelmed by the amount and depth of information available. *"There's a lot of to sift through, but if you're good at it, you can tighten your focus and uncover some really valuable, meaty information,"* said Blanz. *"Information that leads to big deals."*

More Than \$500,000 in New Business

The conference center has been using Knowland READERS™ since September of 2005, and they have completely blown out their initial expectations. Instead of netting \$50,000 in new business, they have pulled in more than \$500,000 since launching the service. That's sales directly driven by the information gleaned from the Knowland READERS™ .

"We grew occupancy by 6% in 2005, which is phenomenal. And the Knowland Group™ was a huge part of it."

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They also use Knowland INSIGHT™, which helps them pinpoint new business geographically. *“The event data, competitive information and mapping software is integrated,”* said Blanz. *“If we’re traveling to another market, we can easily find people in that market and map it all out before hand.”*

One of Blanz’s strategic philosophies is to always leverage the strengths of his team. He dedicated one of his five-person global sales team to prospecting and information mapping with the Knowland Group™ service. *“This person loves prospecting and sifting through data to find that diamond in the ruff,”* said Blanz. *“She feeds the other four global sales managers qualified leads, and they’re able to stick with their core selling strengths without being distracted.”*

“The Knowland™ tools allow us to disseminate highly valuable, timely information in an efficient manner,” said Blanz. *“Now we get rich, daily event activity reports. The old system gave us thin information – once a week.”* Blanz also likes how the service updates him proactively. The reports automatically arrive in his email inbox, on a schedule he controls. *“I click on the report, and there’s a wealth of well-organized, easily digestible information,”* he said.

Telephone and email contact links are embedded in the reports, so reps can dial or email right from the reports. In addition to prospecting, the center also uses the system as a competitive analysis tool. *“It’s just a really great tool, and the results are there to prove it.”*

Compelling Results and Clear-Cut ROI

“We closed closed more than a half a million dollars with the Knowland Group™ reader board service,” said Blanz. Blanz estimates that they are able to convert quite a bit of hotel business to their conference center with the service, as well. *“We’ve been able to shift a good portion of regular hotel business to our conference centers by paying attention to specific customer needs and offering packaged discounts.”*

“We grew occupancy by 6% in 2005, which is phenomenal,” said Blanz. *“And the Knowland Group™ was a huge part of it.”* Revenue per available room (RevPAR) increased by \$20 – mostly occupancy driven, said Blanz. Their average daily room rate (ADR) is \$118, so that’s a significant improvement.

“We love the service, the support is excellent, and we’re moving ahead with some of Knowland’s other services, as well,” said Blanz.

Flying under the radar.

Knowland™ has a corporate policy of not disclosing its client list or names without permission, and in this case Blanz didn’t want to rock the boat. *“We want to continue flying under the radar.”* said Blanz, a wish the Knowland Group™ readily respects.

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