

For Immediate Release:

Liz Bradley
Kel & Partners
liz@kelandpartners.com
(617) 904-9393 x137

Knowland Group Launches Target Net Business Development Tool for Hospitality Industry

Affordable and User-Friendly SaaS Model Allows Hotel Sales Teams to Quickly and Efficiently Drive Sales

Salisbury, MD–1/25/10– [The Knowland Group](#), a leading provider of sales and marketing solutions for the global hospitality industry, today announced the launch of its [Target Net](#) business development software. Combining targeted lead generation technology with advanced meetings management capabilities, Target Net provides true sales force automation, making it the only complete business development solution for hotels.

“Unlike competitive solutions, Target Net does more than just manage ongoing sales efforts and meeting planning,” said Knowland Group CEO Michael K. McKean. “It actually generates the leads and opportunities for your sales team to pursue, then helps you turn those opportunities into bookings in a more efficient and cost-effective way than previously possible.”

Operating from the cloud, Target Net is exponentially less complicated and confusing than traditional tools, which require extensive and expensive technical infrastructure. Based on an affordable and easy-to-use Software-as-a-Service (SaaS) platform, Target Net empowers hotel sales managers with the information they need to quickly and efficiently drive sales.

Featuring a built-in lead generation tool based on proprietary Smart Targeting technology, Target Net serves up targeted, high probability sales leads on a silver platter. Notes can be taken quickly with minimal typing and searching, traces and next steps are automatically entered if and when desired, and results of activities are rapidly and accurately recorded. All of these features allow sales executives to quickly and precisely track their pipelines, generate reports and manage their teams.

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, call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).