



Company Overview

Mentor Tech Group is a highly specialized company offering select “best of breed” services to **e-learning/training** and **meeting/event planning** companies — empowering them to build strong sales pipelines.

Vital sales pipeline development services can be **outsourced to an expert** — Mentor Tech Group (MTG) — freeing up your resources to focus on *your core business*.

Let us assist you with:

- Marketing Lists
- Email Marketing
- Prospecting
- Event Promotion
- Cold Call Training
- Sales Process Consulting
- Recruiting

MTG's philosophy is to under-promise and over-deliver — in *everything* we do. We seek to establish long-term relationships with a handful of select companies by producing superior results.

For example, MTG marketing lists are known for being **precisely targeted** and **highly accurate**.

How do we do it?

1. Every piece of information on our database got there as a result of a **personal conversation** with one of our Prospect Development Specialists.
2. Each MTG Prospect Development Specialist is **experienced in your industry** (e-learning/training or meeting/event planning).
3. **We make a "judgment call"** on a case-by-case basis that the person we are speaking with *merits membership* on our database.

This is the best way to acquire valuable and useful information — information that sales people are *completely* unaccustomed to receiving in traditional, commercially-available lists.

Bottom line: Typical lists are merely *data*. Mentor Tech Group has drilled-down Market Intelligence. There is a big difference.

By using seasoned, high caliber, senior level resources capable of engaging C-level executives, **we can truly provide you with a direct link to the decision makers you seek!**

www.mentortechgroup.com

"Empowering Enterprises Today – To Build the Sales Pipelines of Tomorrow"
(651) 457-8600

Marketing Lists:

For calling, for mailing & for emailing...

"The Mentor Tech Group List of Fortune 1000 Market Intelligence has given our marketing and sales group a great head start in targeting and penetrating this market. All the ground work has been done and we are ahead of schedule with our programs."

Sean R. Kearns, Vice President World Wide Marketing
Click2learn

"It really is a fantastic list... comprehensive, accurate, up to date, etc. Terrific gateway for telesales in that the contacts all have the appropriate titles and direct phone numbers."

Andy Sawler, Telesales Account Executive
THINQ Learning Solutions

Mentor Tech Group's expertise is identifying areas where the decision makers are very difficult to find – and then developing Market Intelligence the old-fashioned way - from scratch via telephone interview using a *high level* Prospect Development Specialist.

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We guarantee it!

"I was very impressed with the detail and information that had gone into compiling this list, it saved us a lot of time since it gave us the information we needed without all the time trying to find accurate detail on these people. We also like the opportunity to do both a mail list and an email list to a focused group of people that make decisions about training in their respective industries."

Dan Crear, Director of Sales
The Sales Board

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We provide the following *accurate* information: Company name, contact name and title, telephone number, mailing address and where possible, a validated email address for all varieties of companies.

- **MTG Fortune 1000 Market Intelligence**
America's most prestigious list of top companies
- **MTG Large Companies - 2nd half of the "Fortune 2000"**
65% are \$1B+ companies, 35% are \$675MM - \$1B companies
- **MTG Midsize Companies Market Intelligence**
\$200MM - \$675MM companies
- **MTG Small Companies Market Intelligence**
\$100MM - \$200MM companies
- **MTG Canadian Companies Market Intelligence**
60% are \$1B+ Co's, 30% are \$500MM - \$1B, 10% are \$400 - \$500MM
- **Vertical Markets**
- **Geographical Markets**
- **SMART Subscription Update Program**

Email Marketing

Maximizing Results Using the Hottest Trend in Marketing Today...

MTG Email Marketing Services save time, money, and relationships by making it simple to manage your corporate-wide e-communications operations. The system, provided through a partnership with Makesbridge Technology, Inc., is a hosted platform consisting of a tightly integrated suite of software applications that **instantly turns direct email communications into a core competency for our customers**. No other direct email communication tool offers the publishing, data management, reporting, analysis, security, and workgroup management of the system.

The platform is built on J2EE technology to provide our customers with a reliably strong enterprise grade solution that can conform to existing business processes, adapt to strategic changes, and integrate with legacy databases.

Our customers use MTG Email Marketing Services to:

- Remove chaos, redundancy, administrative burdens, and waste associated with simple html email publishing & reporting tools and conventional direct email communications operations.
- Publish high quality, consistent html messages in less than 20 minutes.
- Capture respondents' response and demographic data to build upon user profiles and construct predictive models.
- Measure product acceptance by demographic profile.
- Manage list and campaign data across all users and work groups.
- Aid in decision making about product marketing and e-communications strategies
- Set up work groups across the enterprise, partners, vendors, and customers.
- Enforce business rules related to direct email communications.

Product Features

- Anytime Anywhere Access
- Workgroup Management Collaboration
- Central Security Controls
- Central List Management
- Central Campaign Management
- Corporate-wide Reporting & Analytics
- Publishing
- Forms & Surveys

Prospecting

"Mentor Tech has been an extension of our inside sales team for over six months. We have been extremely pleased with the level of product knowledge and professionalism they have when prospecting. They provide us with detailed notes and complete qualifying information. We will continue to use them as a part of our sales team!"

Sheri Miller

Global Sales Manager

Generation21 Learning Systems – a division of Renaissance Learning

Mentor Tech Group has created a new business model. By providing *seasoned, high caliber, senior level* resources capable of engaging C-level Executives in discussions about the strategic value of your company's solution, we can truly act as an extension of your organization's Direct Sales force – delivering the sales leads that you need!

This is our "core competency." Using one of the MTG databases, or contact data supplied by the client, Mentor Tech Group's seasoned professionals will call your target prospects and identify potential opportunities to be delivered to your sales force. Mentor Tech Group is highly experienced with *the "digging" process that is necessary to find the key decision-makers*. Mentor Tech Group will turn this **contact data** into meaningful **prospect information** – we strive to supply vital project information such as:

- ◆ Business Drivers (i.e., Required/Desired Solution)
- ◆ Timeline, timing imperatives, next action date
- ◆ Contact names, titles, phone number, email
- ◆ Budget information if available
- ◆ Threats (e.g. competition, etc.)

Focused Mentor Tech Group campaigns can be utilized for single one-time events (e.g. Tradeshow pre-registration lists), or integrated into your long-term prospect development strategy for a more proactive, consistent, supply of new prospects. The prospects (i.e., leads) will be distributed to the company's sales people to be further qualified, managed, and closed. Mentor Tech Group will deliver the information in electronic format-ensuring fast, efficient, information management.

We will deliver high quality prospects for each and every campaign we perform - and *we will tell you* approximately how many you can expect. This allows our clients to perform an "Investment per Prospect" analysis. Having said that, our philosophy at Mentor Tech Group is to "under-promise and over-deliver" - whether it's the number of prospects, or the amount of information we provide to you. On each and every project we undertake, we seek to *outperform* your expectations. We want to create trust. We want to create a long-term customer.

Event Promotion

"Sun Educational Services used Mentor Tech Group's event promotion services to help increase the numbers of attendees for a learning summit we were sponsoring. They definitely came through for us - we would have had to cancel the event without their help in bumping up the attendance! We will definitely use their services again in the future!"

Joy Fitzgerald
Marketing Programs Manager
Sun Microsystems, Educational Services

Many companies have created innovative approaches to getting in front of potential prospects – using events – like seminars, “white-glove” luncheons, and even weekend retreat offers. But many of these companies fall short on promoting the event effectively and end up with very weak attendance. This leads management to believing that these events don’t work.

But using events to get prospects DOES work!

It can be not only extremely effective at getting new prospects, but also a lot of fun in the process! But, it has to be done right. For example, we have found that simply sending a mailer to prospects to notify them of the event does NOT differentiate your company from the *twenty other companies* doing the same thing.

Sending a mailer AND placing a personal telephone call makes all the difference. The problem is that most companies have good intentions to get this done, but simply run out of time. Bottom line: Calling each and every prospect to promote the event is a must that cannot be left to chance!

Mentor Tech Group is a “best of breed” cold calling company – *specializing in e-learning/training and meeting/event planning companies* – and we KNOW how to promote the events and put prospects in the seats!

Cold Call Training

"I was impressed with the amount of knowledge they have to share in the Powerful Prospecting course. They provide some proven techniques that everyone can use - even those who are seasoned can walk away with a few "gold nuggets". Being in sales we have little time to spare – and Mentor Tech was extremely flexible in the delivery allowing us to maximize our time."

Sheri Miller, Global Sales Manager

Generation21 Learning Systems – a division of Renaissance Learning

Mentor Tech Group can deliver first-class training to your **internal** cold calling team to empower them with additional skills and techniques they need to achieve the maximum result for their time invested. Mentor Tech Group courses empower Sales and Marketing departments to call and qualify contacts more effectively to turn contacts into prospects, and to also effectively use tradeshow and events to develop prospects.

Mentor Tech Group has made a total commitment to utilizing best-in-class practices and techniques to deliver the right skills and knowledge to the right people at the right time. We have the skills and abilities to *deliver results* in the classroom in a fun, compelling, manner that will achieve the desired result.

Powerful Prospecting

This one-day course is a step-by-step program where MTG reveals its core competency - *premier prospect development services* - sharing secrets to realizing *optimum* prospect discovery results using cold calling campaigns. This program will give each inside sales person the tools they need to become a top-performing Prospect Development Specialist: Developing the right mindset, delivering a powerful message, digging for decision-makers, using proper questioning techniques, and how to profile an account by gathering and reporting vital project information that *the sales person can use!*

Powerful Prospecting One-on-One Consulting

MTG will stay for an additional day to conduct consultations with each individual inside sales person, as needed. This valuable one-on-one time will help to reinforce the principles taught in the Powerful Prospecting Course the day before.

Sales Process Consulting

Developing a sound prospect development strategy is a critical area and *we are experts in it!* In order to meet *aggressive* forecast projections, *aggressive* sales pipeline development is absolutely crucial.

Optimize your Lead Generation

Get leads flowing into the pipeline from multiple sources – create a sales pipeline machine! Many companies are depending far too much on getting leads from traditional sources, like advertising and trade shows. *Meeting optimistic forecast projections requires more.* MTG can assist you in creating and organizing the additional *proactive* programs necessary to put multiple sources of lead generation into the sales pipeline.

- Calling campaigns
- Mailing campaigns
- Emailing campaigns
- Special events – using luncheons, seminars & weekend retreats

Increase Return on Investment (ROI) on Trade Shows

Most companies struggle with determining the ROI from their trade show investment. Many feel that they are not getting their moneys worth – yet they feel that they HAVE to be there. Merely sending a flyer about your booth to all attendees and hoping for the best is really just going through the motions. MTG has some proven, yet simple methods to dramatically increase the ROI around your trade show investments.

Establish Pinpoint Targeting of your Ideal Prospects

It's better to aim a rifle at your prospects than it is a shotgun! Unfortunately many companies are using the shotgun approach – and wasting a lot of money. MTG can provide assistance in not only determining which lead sources are the best to reach your prospects, but also on how best to reach them!

Recruiting

We talk to a lot of sales and marketing professionals. And we work in a special niche space. By the nature of what we do, we have relationships with *top* professionals in this space all over North America. Likewise, since we have relationships with *companies* all over North America, we are in an excellent position to recommend new opportunities to certain individuals. When a client seeks new talent, often times we can draw upon the many relationships that we have to provide them with the right person at the right time – and with the right experience!

Mentor Tech Group takes pride in its recruiting abilities – we will only recommend the best candidates. As with the other areas of our business, we always seek to “under-promise and over-deliver.”

Mentor Tech Group Clients

- AchieveGlobal
- Advanstar
- American Bankers Association
- Batky-Howell, LLC
- BayGroup International
- Booher Consultants, Inc.
- Capstar, LLC - a division of Educational Training Systems, Inc.
- Computer Horizons Education Division
- Drexel University
- eCornell University
- Eedo Knowledgware
- EEI Communications
- Elementk
- Emory University Executive Education
- Geometrix – TrainingPartner
- Generation21 Learning Systems
- Geolearning
- Global Knowledge
- Information Mapping
- IT Group
- KnowledgeNet
- LearnStream
- Linkage
- Macromedia
- McGraw-Hill Companies
- McGraw-Hill Ryerson
- Media Training Worldwide
- Meridian Knowledge Solutions
- Mimeo
- Mission Control
- NIIT
- Nova Southeastern University - Fischler Graduate School
- One Touch Knowledge Systems
- OutStart
- Placeware
- Plateau Systems
- PulseLearning PLC
- Qarbon
- Red Hat
- Richardson Training
- Saba Software
- SumTotal
- Sun Microsystems
- TandbergUSA
- TechSmith
- THINQ Learning Solutions
- Thomson – NETg
- Thomson – Course Technology
- Total Training Network
- Transware, PLC
- Webex
- Wyndham Hotels

Mentor Tech Group's President & CEO

Patrick J. Ryan brings over twenty years of experience in Sales and Information Technology to the Mentor Tech Group, Inc. Upon earning a Bachelor of Science degree in Computer Information Systems, he began his career at General Electric in its prestigious Information Systems Management Program. After spending eight years within Information Technology, Pat left GE to move into the sales arena with a startup company called Electrotech. During the next nine years, Patrick gained an appreciation for and developed specialized knowledge in the science of developing a solid sales pipeline. He put this knowledge to use during his rise from sales rep to the Worldwide Director of Sales, where he took the company from zero to \$8 million in annual sales during his tenure.

He then became North American Director of Sales for London-based Cedar Group, a global enterprise software company and Oracle's longest standing partner in Europe - where sales more than doubled during his first year. Since founding Mentor Tech Group, Inc. in March 1999, he has spearheaded the creation of sales pipelines for clients like Sun Microsystems, McGraw-Hill, Advanstar, Thomson-NETg and Macromedia with solutions ranging from enterprise financials, time and fleet management to e-learning - including learning management systems, content management systems, off-the-shelf content, custom content development and repurposing, and systems integration and consulting services.