



Why should you choose a Mentor Tech Group list?

MTG has truly created “first-of-its-kind” Market Intelligence for TRAINING VENDORS — that targets corporate training, e-learning, and talent management leaders — PLUS — others like VP/Director of HR, Sales, Marketing, IT, and Corporate Communications! Here are some very important objective criteria to evaluate when comparing any of Mentor Tech Group’s Market Intelligence databases to other “lists.”

Age of list.

As a company whose core competency is prospect hunting in training departments, we have used many, many lists. It’s not unusual to make a call from a list and have them say, “that person has been gone for two years!” People in these jobs move around a lot. You need current information — for mailing, for calling and for emailing! We have made the decision to be aggressive in keeping this information up to date and accurate. We complete major updates by calling and re-verifying information every four months. When we do email validations, we aren’t finished until we have 100% accuracy. These essential updates are an on-going effort.

Source of list.

Many lists are merely combinations of other lists. You personally are probably on several lists right now — including your last 3-4 jobs titles. Did somebody fill out a questionnaire last year and ended up on this list? Did they subscribe to a magazine two years ago and end up on this list? Many list companies can’t even tell you exactly where the information came from. MTG’s database was built from scratch by having personal conversations with each company. We did not use any other lists.

Quality of contacts.

Are these “soldiers” or “Generals?” We understand that you want to talk with at least Director-level people. MTG’s Prospect Development Specialists have had to find prospects by “digging” for the decision-makers in training departments all along. And titles vary widely from company to company. This is an extremely important expertise to have in building information like this. Buying lists of people that might be “involved” in training can be frustrating.

Accuracy of information.

As far as purchased lists go, it is considered EXCELLENT to have a 20% error rate. And it is not uncommon to have 35% - 40% ++ error rates. We know — we have called them. We consider this abysmal. Again, due to the recent nature of this list compilation, in addition to our own validation processes, the information on this database is highly accurate.

Who owns the list?

Most list companies rent their lists for a one-time or limited use. MTG’s database is for unlimited use within your company for one year — with programs available to obtain updated information in perpetuity.

Does the producer of the list have expertise selling to the corporate training market?

They should, but the answer is probably no. MTG clients include many companies that sell to corporate training departments! Organizations like: Disney Institute, Ken Blanchard Companies, Harvard Business School Publishing, Dartmouth Tuck Executive Education, Webex, Adobe Systems, American Management Association (AMA), eCornell, American Bankers Association (ABA), Duke Corporate Education, Bersin & Associates, and The MASIE Center. So the question becomes: ***“Who is better equipped to provide you with corporate training decision maker information?”***

One way or the other, companies will spend money to find decision-makers to talk to. But when sub-par information is acquired, the company ends up spending MORE money. Why? Because they are:

- Wasting the company’s calling, mailing and possibly other resources,
- Dealing with “soldiers” instead of “Generals” — simply not as fruitful,
- Decreasing productivity and lowering job satisfaction of those involved

This results in... FEWER PROSPECTS.

Bottom line:

It’s easier, faster, & most productive to buy the RIGHT information!

Mentor Tech Group, Inc.

www.mentortechgroup.com

Telephone (651) 457-8600