



Why should you choose a Mentor Tech Group list?

MTG has truly created “first-of-its-kind” market intelligence for targeting meeting/event planner & trade show executives! 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, 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 or attend a conference two years ago and end up on this list? Many 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 decision-makers. As a company whose core business began in prospecting (telemarketing), MTG’s Prospect Development Specialists have had to find prospects by “digging” for the decision-makers 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”, but are not really decision-makers, 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 in the meeting/event planning industry?

They should, but the answer is probably no. MTG Prospect Development Specialists have worked as Meeting Planners in the past—and are in an excellent position to make a “judgment call” that the person with whom they are speaking *merits membership* on our database. So the question becomes: “*Who is better equipped to provide you with meeting/event planner 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!

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