



**EXACTLY who
YOU want to
TALK TO...**



- VP/Director Corporate Training
- VP/Director Talent Management
- Director, Corporate University
- Director E-learning
- Director Sales Training
- Chief Learning Officer (CLO)
- VP/Director Education
- Director IT/Technical Training
- VP/Director Organization Development
- VP/Director of Human Resources

We specialize in providing market intelligence for companies marketing to Corporate Training, HR and Talent Management departments.

- UNLIMITED use for **calling, mailing and emailing**... for one full year.
- **E-learning/Training, HR & Talent Management Decision Makers at America's Top 6500 Companies!**
- Guaranteed to be Precisely Targeted and Highly Accurate!
- All information built from scratch by telephone interview!
- Custom-built lists. Cut, dice and slice from our database.

Vertical & Geographic Markets

Email-only Programs

FREE 4-month updates

Fortune 500 Companies

Large Companies – “Fortune 2000”
(\$675MM - Multibillion \$\$)

Middle Market Companies
(\$200MM - \$675MM)

Small Companies
(\$30MM - \$200MM)

Canadian Companies

Public & Private Companies

“Why did we elect to renew our subscription with Mentor Tech Group? Since beginning our partnership – from contacts received from our Mentor Tech list, we:

- Have invoiced nine times what we spent on the list...
- Have booked and in-process another 17 times what we spent on the list...
- Are tracking another 17 times what we spent on the list in potential new opportunities...
- Have averaged a 38.3% increase in overall website traffic and a 62.8% increase in new visitors!”

Jim Hartigan
Chief Business Development Officer
OrgWide Services, Inc.



“I've worked with Mentor Tech Group for several years now (maybe eight or more?) and they have the best HR/Training lists I have ever come across...

Payback/ROI is probably different for every company, but I think MTG lists get you further along in the sales cycle because they contain the exact titles and people who make purchasing decisions for their organization.

You could go elsewhere and get a list for pennies per name, but most of these are compiled electronically and not verified via phone and researched the way Pat's team does it. I highly recommend MTG. This is one investment where you definitely get what you pay for.”

Will Hipwell
VP Marketing
eCornell



Call now to begin saving time and money!



Why should you choose a MentorTech Group list?

MTG has truly created “first-of-its-kind” Market Intelligence for **TRAINING & HR VENDORS**. We specialize in developing highly accurate lists of key decision makers within Corporate Training, e-Learning, HR and Talent Management!

What is the difference between MTG’s market intelligence and other “lists”?

Age of list

You need current information – for mailing, for calling and for emailing! People in this industry move around a lot. We complete major updates by calling and re-verifying information every four months. Our lists are current and accurate. We stake our name on it.

Custom-built list

Many list companies can’t even tell you exactly where their information came from. Those lists are often merely combinations of other lists comprised of old data, like someone who signed up for an industry magazine two years ago. What a waste! But rest assured, MTG’s database was **built from scratch** by having **personal conversations with each contact every 4 months**.

Opt-in

This is a permission-based list. We interview each contact over the telephone and, depending on the type of contact, they know they will be receiving information from a training, HR or talent management vendor.

Quality of contacts and job functions

MTG’s Prospect Development Specialists have done all the digging for you. We identify decision makers through brief phone interviews identifying actual job responsibilities, not just titles. We have the expertise to build out this highly valuable, unique information, **ONLY** available through MTG.

Accuracy of information

As far as purchased lists go, it is considered EXCELLENT to have “only” a 20% error rate. And it is not uncommon to have 35% - 40%++ error rates. But MTG lists are different. The information in our database is **highly accurate – period**.

Who owns the list?

MTG’s licenses its database for unlimited use within your company for one year – with additional programs available to receive updated list information on an ongoing basis.

Does the producer of the list have expertise selling to the corporate training and HR market? We Do.

MTG clients include many recognized companies that sell to corporate training and HR departments, including organizations like: Kenexa, Dale Carnegie, Taleo, Harvard Business School, AchieveGlobal, SumTotal, Dartmouth Tuck Executive Education, Webex, Adobe, eCornell, American Bankers Association (ABA), Duke Corporate Education, Workplace Answers, Bersin & Associates, Wiley, Citrix-GoToMeeting, and The MASIE Center. These clients trust MTG to provide high quality marketing intelligence because **our corporate training and HR decision maker information is simply second-to-none**.

One way or the other, your company will spend money to find decision-makers to talk to. So, why not get it right the first time?

Call us today to:

- Save money by calling and emailing the right prospects the first time
- Increase productivity and job satisfaction of those involved in the business development process
- Finally use an accurate list with the decision makers you want to talk to!

Empowering Enterprises Today –
To Build the Sales Pipelines of Tomorrow

