



**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.



“We needed a RELIABLE list resource to provide us with accurate, up-to-date corporate training and HR decision-maker contact information. Mentor Tech Group has far surpassed our expectations, providing us with highly accurate information, four-month updates, and regular marketing tips and ideas to make best use of our list.

Our reps no longer waste time trying to hunt around to find the right contact – Mentor Tech Group has done all the hard work for us! I highly recommend their list services to anyone marketing to corporate training and HR.”

**Melonia da Gama, WW Sales Enablement  
and Director of Product Marketing, Learning  
Kenexa – an IBM Company**



**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 Market Intelligence Consultants 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. But MTG lists are different. The information in our database is **highly accurate – period**.

#### Who owns the list?

MTG 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: IBM Kenexa, Dale Carnegie, Taleo, Harvard Business School, AchieveGlobal, SumTotal Systems, Dartmouth Tuck Executive Education, Webex, Adobe, Skillsoft, American Bankers Association (ABA), Duke Corporate Education, Workplace Answers, 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

