

Helping Executive Ed Departments Market to Corporate Training & HR

**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 building & maintaining a high quality database for Executive Ed departments marketing to Corporate Training, HR and Talent Management departments.

- **E-learning/Training, HR & Talent Management Decision Makers at America's Top 5500+ Companies!**
- **UNLIMITED** list use for **calling, mailing** and **emailing**...for one year.
- Accurate contact info for Confirmed Decision Makers.
- All information Hand-Built by Industry Experts.
- **FREE** 4-month updates (with min. purchase)

Vertical & Geographic Markets

Custom Built Lists

Fortune 500 Companies

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

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

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

Canadian Companies

Public & Private Companies

“I’ve used Mentor Tech for 8 years with enormous success. Open rates are always much higher – sometimes triple – other list providers, with consistently above average conversions. Service is excellent, with regular updates and metrics on list demographics that are helpful for further segmentation.”

**Marketing Manager,
Major Online Learning Provider**



“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.”

**VP Marketing,
an Ivy League School**



Call now to begin saving time and money!

Empowering Enterprises Today to Build the Sales Pipelines of Tomorrow

Why should you choose a MentorTech Group list?

MTG has truly created “first-of-its-kind” Market Intelligence for **UNIVERSITY EXECUTIVE EDUCATION**. We hand-build and maintain a highly accurate database of key decision makers in 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**. Each contact must qualify to be included in the MTG database.

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 call these “Job Codes”. 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 – use for calling, emailing or direct mail.

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

MTG clients include: Adobe Systems, Blackboard, Center for Creative Leadership, Dale Carnegie Training, Dartmouth Tuck School, Disney Institute, Dupont, EBSCO, Harvard Business School, IBM, iSpeak, Meridian Knowledge Solutions, Skillsoft, and The MASIE Center & Learning Consortium.

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, you 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 of the decision makers you want to talk to!

Empowering Enterprises Today –
To Build the Sales Pipelines of Tomorrow

