

Tired of Low-Quality Trade Show Leads? Get Straight to Training & HR Decision Makers with MTG!



Why Invest in a Mentor Tech Group Database?

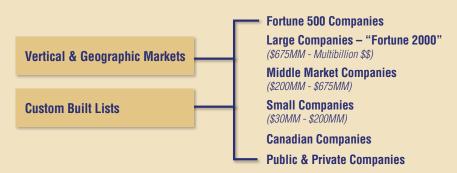
Does your company exhibit at trade shows? Trade shows are good for gaining broad exposure. But, is that the **BEST** or **ONLY** way to find prospects?

Why not augment trade show leads with a hand-built, high quality database of decision makers in Corporate Training, HR and Talent Management departments?

With Mentor Tech Group's decision maker database you will gain direct access to:



- 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 is Hand-Built by Industry Experts.
- FREE 4-month updates (with min. purchase)



What did you pay per "lead" at your most recent trade show?

- Example: Exhibiting Cost (\$10,000) ÷
 Number of contacts (500)
- = Cost per contact (\$20)

Did you pay \$20 per "prospect"...or more per trade show lead?

What if you could pay as little as 63¢ per contact for a confirmed decision maker in your target industry? Call MTG today to begin saving time and money!

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 IBM



Mentor Tech Group Provides a Cost-Effective Alternative to Low-Quality Trade Show "Leads"



Consider the Difference:

The Challenge	The MTG Solution
Low-Quality Trade Show Leads: Lots of contacts are "in the Training & HR space" but are NOT influencing, recommending or making decisions.	Access leads who are confirmed decision makers so you are not wasting your efforts on contacts who will never buy.
Role Based vs Title Based Decision Makers: Titles can be deceiving and vary by company and corporate culture. Impressive tiles don't always mean decision maker.	MTG provides role-based decision-makers in the following areas: Training, eLearning, IT/Training, Sales/Sales Training, HR, Talent Management and more!
High Turnover/Leads Become Outdated: People move around a lot; roles change and leads quickly become outdated and ineffective.	To keep up with this change , we update your custom leads list every 120 days and even add new leads that meet your criteria!
Spinning Your Wheels with Follow Up: Following up with junk or filler leads is a waste of time – especially when you could be reaching out to pre-confirmed decision makers.	Hit the bull's eye with every email you send, every phone call you make, and every brochure you mail. All MTG database contacts are pre-confirmed decision makers.
Trade Show Leads are Expensive: How much do your leads cost you? If you spend \$10,000	With MTG, access to decision makers can be as little as \$.63 per lead. What a great way to SAVE

Call Mentor Tech Group today to discuss your ideal target audience and how we can help you get a better bang for your buck! Call 651-457-8600 Ext. 1 today!



MONEY and fill your pipeline with quality leads!

per lead!

to exhibit and get 1000 leads, it cost you \$10