



## 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)

**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

### 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**





## Consider the Difference:

### The Challenge

**Low-Quality Trade Show Leads:** Lots of contacts are “in the Training & HR space” but are NOT influencing, recommending or making decisions.

**Role Based vs Title Based Decision Makers:** Titles can be deceiving and vary by company and corporate culture. Impressive titles don’t always mean decision maker.

**High Turnover/Leads Become Outdated:** People move around a lot; roles change and leads quickly become outdated and ineffective.

**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.

**Trade Show Leads are Expensive:** How much do your leads cost you? If you spend \$10,000 to exhibit and get 1000 leads, it cost you \$10 per lead!

### The MTG Solution

Access leads who are **confirmed decision makers** so you are not wasting your efforts on contacts who will never buy.

MTG provides **role-based decision-makers** in the following areas: Training, eLearning, IT/Training, Sales/Sales Training, HR, Talent Management and more!

**To keep up with this change**, we update your custom leads list every 120 days and even add new leads that meet your criteria!

**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.

With MTG, access to decision makers can be **as little as \$.63 per lead**. What a great way to **SAVE MONEY** and fill your pipeline with quality leads!

**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!**

**Empowering Enterprises Today –  
To Build the Sales Pipelines of Tomorrow**

