

Hi David,

How time flies! Soon the holidays will be behind us, and that means more business opportunities. Now is a great time for you to get started finding new prospects. One critical tool in executing a strong outbound marketing initiative for new prospects is having a marketing contact list that is qualified, quality and fresh. I believe the best marketing contact list for the corporate training industry is from Mentor Tech Group (MTG). It is a one-year subscription list, allowing you to use it as much as you like for 1-year time periods. I recommend it for the following reasons:

- The contacts are well-qualified and are decision-makers in the corporate education field
- The entire list is refreshed every 4 months. Thus, you would receive 2 free updates during your one-year subscription
- The database has all the market intelligence that you could desire, including email address, postal address, telephone number, industry, etc.
- Since MTG allows unlimited usage for the one-year period, you could really leverage this for lots of your promotions and objectives

Here are a few more things I like about the MTG list over others such as Hoovers:

- MTG has more email addresses, which I think is a prime consideration in today's marketing world
- The contacts in MTG's list have been qualified as buyers of training solutions. Hoovers just is providing titles, not "qualified buyers"
- MTG's contacts are fresh, being re-contacted via a personal phone conversation every 4 months
- The list is specialized specifically in corporate training and elearning solutions. So, it is very focused, accurate and trustworthy.

You can subscribe to the entire contact database or some portion, based upon a criterion that is available. If you think this may be of interest to you, please let me know. Attached and below is information about Mentor Tech Group.

When is a good time to talk?

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