

Insight Essential

Get the Knowland Advantage to win more share, optimize revenue strategies and accelerate sales cycles.

Group sales can be scattershot at best and often relies on guesswork that results in too many dead ends, unmaterialized inbound RFPs, long sales cycles and bloated customer acquisition costs. Insight Essential closes the gap on missed connections by matching properties and prospects. Get the Knowland Advantage with [Insight Essential](#):

- ✓ Gain a comprehensive view of an account's prior group activity and sell smarter
- ✓ Refine your sales strategy with actualized Knowland Verified Event Information and account data and win more share
- ✓ Layer in new business with other groups on top of your on-the-books group business and optimize your revenue strategy
- ✓ Personalize sales calls to accounts so that you can leverage your strengths and accelerate the sales cycle
- ✓ Competitive set event data - validate share against weekly STR Reports
- ✓ Self-defined, multiple competitive sets with real-time calendar views, dashboards, and reports delivered to your inbox
- ✓ Targeted prospecting lists with assigned accounts, set up alerts, customize and export reports



WHAT CUSTOMERS ARE SAYING ABOUT INSIGHT ESSENTIAL

70%

discovered qualified prospects they wouldn't have found otherwise, influencing their sales strategies & winning more share

65%

saved time when creating a prospecting list, increasing efficiencies

70%

turned cold calls into warm calls using account details found in Insight Essential, accelerating sales cycles

Knowledge is Power

Knowland Insight Essential empowers our hotel customers. Our unbiased data, the industry's largest database of actualized events, helps you source and book the *right* business at the *right* time to win more share, optimize revenue strategies and accelerate sales cycles. That is powerful!

Knowland Gives
You Access To:

16,294,462+ Events • **7,056+** Hotels • **797,697+** Organizations
95,772+ Contacts • **150+** Convention Centers in **200+** Business Markets

Win More Share

Insight Essential data shows you why a lead is a good fit for your property and what challenges you might need to overcome. This insider information gives you the *Knowland Advantage*, empowering you to have better engaged sales calls and develop winning proposals that maximize value for your property and win more share.



Optimize Revenue Strategies

Quickly spot groups that have high match rates with your property's attributes *and* your available dates. Prospect new groups you might not otherwise have known about, while prioritizing only the most qualified leads. This strategic approach to group revenue improves conversion rates, customer relationships and cost of acquisition.

Accelerate Sales Cycles

Leverage account booking behavior and past events to prioritize incoming RFPs, build and manage targeted prospecting lists, and better engage in sales calls with *Knowland Verified Event Information* and account data. This accelerates sales cycles and creates a win-win for the planner and the property.

We believe that there is a better way to sell group business. Our suite of hospitality solutions harnesses the power of data and analytics to help our customers know their buyers and win in the group and meetings marketplace. With the industry's largest historical database of actualized events, we deliver insights that win more share, optimize revenue strategies, and accelerate sales cycles. That's the Knowland Advantage. See why thousands of customers trust Knowland to sell smarter and maximize their revenue. Knowland operates globally and is headquartered in Rosslyn, VA.

KNOWLAND

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