

Largest Private Database for the Hospitality

New Generation Sales Group has upgraded and scrubbed its extensive database providing our clients with many new prospects. New lead generation partnerships were among the best successes of 2015.

New Generation Sales has always been known for its extensive database of meeting and event planners, and although we are transitioning to New Generation Sales Group, this core principal remains the same. Without quality information to update and build upon, our entire service falls apart, and that axiom is as true today as it was when we started the company. We are only as good as the information we provide and gather, and that is and has always been the bottom line.

In addition to the lead generation websites that were purchased when we began the company, and our continued partnerships with reader board services throughout the country, New Generation Sales Group has secured new relationships with third party lead providers. We are excited to say that they have bolstered our already extensive database to more than half a million contacts throughout the western hemisphere! NGSG will therefore have the ammunition necessary to propel us to the next level and continue to have quality prospects for years to come.

NGSG looks to continue the tradition of lead scrubbing and verification built by NGS as well. Our team of former hospitality professionals knows all the right questions to ask to verify the event planner, find out about upcoming events, gather all of the event specifications and the best time to follow up and close the deal, book the site visit, or receive an RFP. We always want to ensure that our clients have the most current contact information for the lead, in addition to updated details about future events. Accurate reporting and open lines of communication continue to be the emphasis when it comes to our prospecting efforts!

As the year comes to a close, our IT team is hard at work updated and condensing the database, so our sales team will be fueled up when they return to work in 2016. NGSG will also be implementing a number of new features in our internal CRM system which we continue to refine and tweak to ensure our team has the tools to run at maximum efficiency. Time wasted is money wasted and we never say 'good enough' here. At NGSG, we always look to be the best, and anything else is a waste of our time and our clients'.

In 2016, we will continue to secure new lead generation partnerships and pursue all avenues to allow our team to fill sales funnels for all of our clients. We hope to add another 100,000 contacts by 2017, and our leadership will be working tirelessly to meet this goal, as the company evolves and expands. The client is always first here, and having quality data to provide a foundation to our efforts remains the most important factor for NGSG. - William Farrell