

What's Up Next In 2016

They say all good things come to an end. New Generation Sales unfortunately has to shut down. BUT! We will be back in 2016 as New Generation Sales Group! The question is, with the new name, what will and what won't be changing about the company? No, we haven't started selling shark insurance or used camels, in fact, we will look to continue to legacy of NGS as the pre-eminent lead generation service for the hospitality industry. NGSG is the culmination of 5 years of hard work, and the rebranding was necessary to accommodate our growth and facilitate continued success.

NGSG will not be changing our policy of keeping a growing and expansive database of meeting and event planners. It is one of the most important pillars of this company, as we need to continue to provide our clients with quality and updated leads. After taking on new partners in 2015, NGSG has two meetings with 3rd party lead generators in the first quarter alone. We will be evaluating their service, and hopefully bring them into the fold right away, to make headway into our goal of 100,000 new contacts by the end of 2016.

Our internal reporting and CRM system will be undergoing massive changes over the holiday season and go live on January 4th when the sales team returns to the office. We have made numerous improvements and streamlined the system to ensure that the team will be operating at peak efficiency to maximize our revenue as well as to keep our clients' sales funnels filled! We also have updated our incentives, including a number of exciting new sales goals and rewards. We care about our employees and want to give them the best, as they have given our clients the best data and representation over the years.

After expanding to Puerto Rico in 2015, NGSG is in talks with a client in Mexico and in Jamaica, and we hope to expand into those markets in the latter half of 2016! This will be the first step toward building an international presence, one of our most ambitious goals with the new company over the next 5 years. We are confident these two properties will be provide the stepping stone NGSG needs to really take it to another level.

NGSG will be expanding beyond the lead generation service of NGS as well. "We are working on a top secret program at the moment which we hope to have live by Q3 of 2016." says Will Farrell, Director of Sales and Marketing for the company. "This new service will look to effectively double the size and scope of the company, and was one of the main reasons we needed to restructure and rebrand. Watch out for the announcement later in the year!"

As New Generation Sales Group, the company will be bigger, better and more streamlined than ever. We will continue to strive for perfection, put our clients first, and focus on growth in 2016, and be well set up for the years to come. –William Farrell