

Sales Portal Goes Live

Breakthrough Technology Matches Call Centers And Product Marketers For Unprecedented Revenue Enhancement and Lead Generation Opportunities

For Immediate Release:

Mountain View, CA (March 11, 2011) – Sales Portal has christened its breakthrough technology, launching its industry-transforming online ‘matchmaking service’ created especially for product marketers, corporate advertisers and call centers.

Sales Portal is the industry’s first and only open exchange technology empowering marketers and advertisers to generate qualified warm transfer leads from call centers and call centers to select category-specific revenue enhancement products from top marketers. At the core of Sales Portal’s breakthrough technology are real-time analytics and proprietary filters that combine to offer the metrics call centers and marketers/advertisers need to maximize revenues.

Principals of Sales Portal are Co-Founder and CEO Saurabh Khetrpal and Co-Founder and Vice President of Product Management Kevin Sandhu. The owner of numerous patents in IT and marketing services, Khetrpal has spearheaded the launch of several successful companies involved in technology, manufacturing, consumer products and services. Sandhu brings nearly two decades of experience in the development and marketing of technology services. He has also authored a number of patents, and has held senior-level executive positions with such organizations as Cisco Webex, Avvenu/Nokia and Dish Planet.

During its Beta-testing phase, Sales Portal’s technology earned The 2010 Direct Marketing Association People’s Choice Innovation Award for its outstanding real-time analytics and proprietary filters that combine to offer the metrics call centers and marketers/advertisers need to maximize revenues. The award cited Sales Portal’s capability of bringing exclusive live leads to marketers/advertisers according to a set of pre-determined specifications, including hours of operation, geographical markets and per-lead pricing as well as its ability to maximize incremental revenue while providing a bevy of highly relevant end-of-call revenue enhancement products to call centers – all in real time.

Charter call centers and direct marketers registering into the Sales Portal platform include TymaxMedia, Capital Brands, ATP (Total Gym), Dish Satellite, mTrax, TMS, TeleWeb, World Class Marketing, Danmer Custom Shutters, Account Now, Sobongo, LeadSwell , Savology, Magazineone and O’Currance Teleservices, among many others.

(more)

Said Jeff Randall, Senior Account Manager/ Business Development for Oregon-based call center TMS, Inc: “Sales Portal’s matchmaking platform is seamless and straightforward to implement and integrate – it requires little to no participation from the IT department. Even on the call center floor, our agents find Sales Portal to be undistruptive and intuitive. With minimal increase in AHT, we have been able to generate significant incremental revenues.”

“Sales Portal is easy to join and navigate. There is no software to install or downloads – a simple electronic registration form is all that’s required to become operational. And the cost to register and join is *zero* – Sales Portal is completely performance-based, making it risk-free for marketers and call centers alike. Sales Portal is a win for marketers/advertisers, delivering live phone leads on a pay-per-call basis. Sales Portal is a win for call centers, delivering a multitude of relevant revenue enhancement opportunities without encumbering the call center agents with complex sales processes,” said Sandhu.

About Sales Portal

Headquartered in Mountain View CA, Sales Portal is the first and only technology platform that connects call centers and direct marketers (advertisers). The online exchange offers real-time matching of end-of-call live transfers from call centers with highly relevant products from pre-approved direct marketers. Sales Portal’s proprietary technology also enables the delivery of qualified live warm-transfer leads as well as data leads direct from call centers to marketers. Winner of the 2010 Direct Marketing Association’s Innovation Award, Sales Portal’s real-time analytics and proprietary filters combine to offer the metrics call centers and marketers/advertisers need to maximize revenues.

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