

# **Sales Portal Chosen As Finalist for Direct Marketing Association's Prestigious Innovation Awards**

## **Honor Celebrates Advances in Direct and Digital Marketing Technology**

*For Immediate Release*

*PRLog (Press Release) – Sep 30, 2010* – Sales Portal has been selected as a finalist for the Direct Marketing Association's prestigious Innovation Awards. The awards recognize outstanding advances in direct and digital marketing technology for a new product or service introduced between November 2009 and June 2010. Sales Portal's creative approach to revenue enhancement, introduced earlier this year, has been enthusiastically embraced by direct marketers, a phenomenon that now extends to the competition's distinguished judging panel, comprised of leading industry peers.

"We are honored to be in such rarified company," commented Sales Portal CEO Saurabh Khetrapal, who continued, "For some of the industry's leading lights to validate the innovation of our online, auction-based lead model at launch, is extremely exciting."

Sales Portal's aim is to replace traditional third party upsells, which have come under advancing regulatory scrutiny, by offering a paradigm shift in the form of cross-pitching™. Marketers who generate inbound leads offer consumers the opportunity to hear about a complimentary product, once a caller's principle reason for telephoning has been satisfied. A compliant lead is then warm transferred to a lead buyer's telemarketer whereby an entirely separate pitch for a relevant secondary product occurs. No data is passed in the new, FTC-compliant model. The Sales Portal platform is auction-based and both lead sellers and buyers can choose the companies and products that they align themselves with.

As a finalist for the DMA Innovation Awards, Sales Portal will compete to be one of six category winners. A Best of Show winner will also be announced as part of the DMA's 2010 Conference & Exhibition at the Moscone Convention Center in San Francisco October 9-14. Sales Portal will be demonstrating the "next gen of lead gen" on the conference's exhibition floor at booth 1034.

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About Sales Portal: Sales Portal is the first online auction-based marketplace for direct marketers to sell and/or buy warm transfer phone leads.

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