

Sales Portal Reinvents Revenue Enhancement With Cross-Pitching™

By Kevin Sandhu

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Service for Marketers Matches Qualified Phone Leads With Relevant Offers

Sales Portal has introduced an innovative new model for revenue enhancement that is being enthusiastically embraced by direct marketers called cross-pitching™. Cross-pitching™ allows lead generators to profit from inbound calls by offering relevant products to consumers. Lead buyers benefit by naming their price for qualified leads that are warm transferred using Sales Portal's proprietary web-based platform. Upon granting permission, the consumer receives an entirely new pitch for a compatible product or service in an FTC-compliant environment. No credit card information is passed, keeping any additional transactions that may occur separate and unique.

“Many third-party revenue programs have attracted both consumer and regulatory ire because they lacked relevancy and value,” comments Sales Portal vice president of sales Ray Golden, a 27-year veteran of telemarketing. “At Sales Portal our aim is to create true worth for the consumer, as well as the lead generator and buyer, by pairing consumers with opportunities to enhance their lives once they’ve demonstrated interest in a particular value proposition.”

Sales Portal's singular revenue enhancement model uses an online auction-based protocol. Its intuitive interface is designed for ease of use and scalability so that any marketer, regardless of their size, can take advantage of its sophisticated filters to automate their inbound lead generation. Sales Portal's innovation has resulted in agreements with several of the leading direct marketing companies and supply chain partners including telemarketers and advertising agencies within months of launching its operations. The company will be exhibiting at the ERA D2C Convention September 21-23 at the Wynn Las Vegas as well as the DMA Conference October 9-14 at San Francisco's Moscone Convention Center.

Sales Portal founders Kevin Sandhu and Saurabh Khetrpal have first-hand experience as direct marketers, building one of the country's largest independent distributorships of satellite television. It is that experience, and an appreciation of how critically important it is for direct marketers to maintain trust with their public, that drove them to develop cross-pitching™. Sandhu remarks, “Cross-pitching™ creates a win for all concerned and is executed with the utmost transparency. Marketers have complete control over who they partner with, lead buyers can now establish a fixed price for leads, and consumers get to choose which pitches are right for them. It's why we call it the next gen of lead gen.”

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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.

Category	Marketing, Advertising, Internet
Tags	lead generation, Direct Marketing, cross-pitching, third-party upsells, revenue enhancement, sales portal, d2c, dma
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