

## **Sales Portal is the People's Choice for the Direct Marketing Association's Prestigious Innovation Awards**

### **Honor Recognizes Ingenuity and Creativity in Direct and Digital Marketing Technology**

*For Immediate Release*

Oct 13, 2010 – Sales Portal was the People's Choice for the most innovative product at the Direct Marketing Association's prestigious Innovation Awards. The award was given to the product that attendees and exhibitors of the DMA2010 Conference voted as the most creative and ingenious amongst a pool of twenty finalists. Sales Portal's revolutionary approach to revenue enhancement has been enthusiastically embraced by the direct marketing and call center industries since its launch earlier this year.

"To be nominated as a finalist for the DMA Innovation Awards was an honor in and of itself," commented Sales Portal CEO Saurabh Khetrapal, who continued, "And now to have won the People's Choice Award is extremely gratifying. We are very excited to be part of the wave of innovation in direct and digital marketing technology."

Sales Portal's platform enables companies with phone-based sales and customer service to further monetize their phone traffic; and marketers on Sales Portal generate highly qualified inbound phone leads on a pay-per-call basis. Unlike traditional third party upsells and cross-sells, which have come under advancing regulatory scrutiny, Sales Portal's proprietary cross-pitching™ process offers callers the opportunity to hear about a complementary and highly relevant product after a caller's principal 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 the relevant secondary product occurs. There is no negative option marketing and no data is passed in the patent-pending, 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.

Press release from the DMA announcing all the Innovation Awards winners:

<http://www.the-dma.org/cgi/dispanouncements?article=1506>

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#### **About Sales Portal**

Sales Portal is the first and only online auction-based marketplace where companies can sell and/or buy warm transfer phone leads.

#### **About Direct Marketing Association (DMA)**

The Direct Marketing Association ([www.the-dma.org](http://www.the-dma.org)) is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education, and networking opportunities to improve results throughout the end-to-end direct marketing process. Founded in 1917, DMA today represents companies from dozens of vertical industries in the US and 48 other nations, including nearly half of the Fortune 100 companies, as well as nonprofit organizations.