

## [ AN APPETITE FOR EFFICIENCY ]



### **What does Sales Portal look like in play?**

A call center for a diet company utilizing Sales Portal might pair up with a fitness marketer and monetize its sales and service calls by pitching exercise equipment at the end of every phone call. After a consumer completes his or her call with the diet company, an agent simply reads a short script provided by the marketer of the exercise equipment, and if the caller is interested, he or she is warm-transferred to the fitness marketer. It's simple, easy and — most importantly — FTC compliant.