

Mindmatrix Inc., Creator of AMP, Marketing Automation Software, Announces a New Partnering Initiative Directed at Marketing, Interactive Consulting and Software Firms

At the core of the program is the opportunity for enrolled firms to fully employ the AMP marketing and sales automation internally without charge and then use it externally to drive revenues on several different tiers of client engagement.

Pittsburgh, PA ([PRWEB](#)) January 31, 2013 -- This new partnership initiative represents a total commitment to join up with and fully support firms who may be referring, reselling or repackaging the AMP [marketing automation platform](#) to drive greater revenues. At the core of the program is the opportunity for enrolled firms to fully employ the AMP marketing and sales automation internally without charge and then use it externally to drive revenues on several different tiers of client engagement. Through referral, as well as more integrated reseller plans, vendors may choose to offer the [marketing automation software](#) package with as much or little sales support as they request, including jointly supported demos and sales calls. At the highest level, vendors are choosing to fully integrate the entire AMP solution into their own package of offerings. These [sales and marketing tools](#) include lead nurturing programs for their current customers, lead generation tools for new customers, brand management repositories, on-demand sales materials creation, and more.

As Andy Carlton, MindMatrix' Director, Channels Sales and Business Development noted, "One of the key benefits is that participants become part of the MindMatrix partner ecosystem. This offers increased visibility for partners, providing them access to new business opportunities and additional lead generation venues. It gives us a credible repository of experts that can fulfill any piece of the marketing and sales funnel."

About MindMatrix

For over a decade, MindMatrix, Inc. has focused on [sales-marketing alignment](#) for over 34,000 sales and marketing professionals worldwide. Unique to the industry, MindMatrix offers Next-Generation Marketing Automation software on a single unified platform for Sales and Marketing. Our solutions bring about a seamless integration of the two key functions, helping our clients derive the maximum benefit from their investment in sales and marketing.

For more information or to become a channel partner, please visit our website at www.mindmatrix.net to fill out a form, or call us directly at 412-381-0230.



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