



[Home](#) | [Learn More](#) | [Release Features](#) | [Success Stories](#) | [Contact Us](#) | [Search Archives](#) | [PRWeb Direct](#) | [Submit Release](#)

February 10,
2008

[Industry Categories](#) | [News by Country](#) | [News by MSA](#) | [Today's News](#) | [Browse by Day](#) | [PR Trackbacks™](#) | [Featured Videos](#) | [ViewNews™](#) | [eBook Digests](#) | [RSS](#)

PRWeb, a leader in online news and press release distribution, has been used by more than 40,000 organizations of all sizes to increase the visibility of their news, improve their search engine rankings and drive traffic to their Web site.

[All Press Releases for February 9, 2008](#)

Subscribe to this News Feed

First 45 Days Sales for Platinum One Destinations Reaches \$2 Million Mark

Soft Launch Reveals Market's Hunger for New Travel Business Opportunity and Service. "P1D is Meeting the Market at Exactly the Right Time".

([PRWEB](#)) February 9, 2008 -- CEO Deborah Smith announced today that Platinum One Destinations (P1D), has reported \$2 million in sales after only 45 days in operation.

P1D is a new travel marketing business opportunity and membership service for discerning travelers looking for favorable pricing without ever compromising quality or service. Under parent company netTrav, Inc., P1D soft-launched in late December 2007, with The Synergy Marketing Group (SMG) as the official sales and marketing arm now that is rapidly developing the Platinum One member -base.

"This remarkable overwhelming response during the past six weeks to the 'soft launch' has created a waterfall of commissions for P1D members. We have significantly surpassed the numbers we projected for our first month," said Lloyd Wilson, P1D President.

P1D CEO Deborah Smith, who is ramping up P1D for the coming "official launch," sees the initial response as a great portent for the future. "These preliminary numbers indicate that we are positioned for vast growth in the coming year," said Smith. "To see this degree of success without all our components finalized can only indicate the nearly limitless possibilities when we are officially launched."

P1D is still considered to be in soft launch while systems and products advance. In development is NetTrav, a replicated travel booking portal for which Platinum One is the exclusive distributor. NetTrav is a powerful booking engine and travel portal delivering fast, convenient every day access to deep discounts on flights, hotels, condo weeks, cruises, and vacation packages. One of the key aspects of the site is the rich editorial content and insider travel information that will let travellers confidently plan travel in an online environment. This editorial content of NetTrav will be provided by newly-retained editor David Friel, an accomplished world traveler and travel writer. Friel's credits include Conde Nast Traveller, Travelocity, and Carnegie Mellon.

Meanwhile enhancements are also being made to the SMG MAC 4.0 platform, which will further expand the marketing and business building system used by P1D Associates.

While technological development is continuing rapidly for the official unveiling, the unanticipated degree of demand for P1D during the first month has also resulted in a significant upsurge in hiring at P1D Corporate Headquarters.

Smith also announced the addition of more customer support staff to serve P1D Associates and coordinate concierge travel bookings for the consumer market.

"As of February 18th our Concierge Customer Service and P1D member support team will be working out of a new 2,000-square-foot customer service facility in Colorado," said Smith. "The addition of more staff, including operations staff, administrative support and programmers, will result in faster, better service for our members, so that we will be exceptionally responsive," said Smith. "From our perspective there is not even a choice, we are committed to having the best customer service and the best product in our industry."

SMG CEO Nitsa Nakos commended P1D's investment in customer service at such an early stage. "This explosive hiring process at the corporate level shows P1D's long-term commitment to the sustainability and quality of both the product and business opportunity. This level of commitment has been mostly absent in both the travel and network marketing industries."

SMG accelerated the sales effort with a January 30 meeting attended by more than 400 guests. It gave attendees the opportunity to hear from the P1D founders and executives about the plans for the company and learn about its benefits. At that meeting SMG announced that it had extended a special limited enrolment offer to former members of the Coastal Synergy Group, (CSG), a travel marketing service from which SMG has evolved.

The special enrolment offer gave former CSG members Lateral Transfer positioning during the month of January and provided exclusive bonuses that expired at midnight January 31. However, P1D executive management announced during the presentation that many of the soft launch specials would extend into February; specifically the 20% discount on membership purchases, a 50% relaxed qualification to receive commissions and bonuses, and special pricing on upgrade purchases. In addition former CSG members were given an extension until Feb. 11 to purchase P1D memberships at a 15% discount off wholesale cost.

"Feedback from current and prospective P1D Associates prompted us to extend this offer. We want everyone to experience the quality and ease of use that has been missing in other 'wholesale' packages and memberships," said Wilson.

New P1D Associates are already lauding the company and its service. "When I used P1D's Concierge Service in December to book a four-day spa getaway for my brother, it was a real treat--no coupons to send in, no long waits to get answers, no wasting time online with booking engines," said P1D Platinum Executive Marketing Associate Teri Bowman, a seasoned traveller from the former CSG's Travel Club.

OPTIONS

- [Printer Friendly Version](#)
- [Download PDF Version](#)
- [Download Reader Version](#)
- [Email this story to a colleague](#)

CONTACT INFORMATION

Alexandra Reynolds
Synergy Marketing Group for P1D
[Visit Our Site](#)
604-306-8775
[Email us Here](#)

ATTACHED FILES

There are no multimedia files attached to this release. If this is your release, you may add images or other multimedia files through your login.

ABOUT PRESS RELEASES

If you have any questions regarding information in these press releases please contact the company listed in the press release. Please do not contact PRWeb. We will be unable to assist you with your inquiry. PRWeb disclaims any content contained in these releases. Our complete disclaimer appears [here](#).

"My brother and his family just returned from their trip and said the experience was exceptional. They went to a boutique hotel in downtown Cancun. The atmosphere was relaxing and the food was incredible for an 'all-inclusive,' with full table service at every meal."

Bowman said the experience ignited her sister-in-law's personal interest in P1D: "She has purchased a Gold P1D membership with the intention to use it for more vacations. Since returning she is now looking at the business opportunity."

Smith believes that service will be the cornerstone of P1D's success and its most significant distinction. "It's what people have been missing so sorely from the travel industry in the past few years. We pledge our commitment to our P1D Associates that service and pricing will always be our top priority," she said. "I am confident that we will be recognized industry wide for having the solution for what's been happening in the travel industry and our products will be in very high demand."

For P1D, Smith also holds that sales support is equally paramount. Said Smith of P1D's Synergy partners: "You can design the best product in the world, which I believe we have, and you can design the very best compensation plan in the world, which I also believe we have, but you have to have the best sales and marketing organization to really make it all come together and we have that, too."

Based on the dialogue with attendees and guests at the January 30 meeting, Smith is buoyant about P1D's future. "We spent some time with some very heavy hitters in the travel industry and let me tell you, they were very excited to see our vision of a new paradigm for travel," she says. "We are meeting the market at exactly the right moment."

###

Disclaimer: If you have any questions regarding information in these press releases please contact the company listed in the press release.
Please do not contact PRWeb®. We will be unable to assist you with your inquiry.
PRWeb® disclaims any content contained in these releases. Our complete disclaimer appears [here](#).

© Copyright 1997-2008, Vocus PRW Holdings, LLC.
Vocus, PRWeb and Publicity Wire are trademarks or registered trademarks of [Vocus, Inc.](#) or Vocus PRW Holdings, LLC.

[Terms of Service](#) | [Privacy Policy](#) | [Copyright](#)