

DIRECT LANDINGS FREQUENTLY ASKED QUESTIONS – (FAQs)

Q: Who is the developer of the DirectLandings system?

A: Allen Armstrong of Encephalo AssociatesTM is responsible for all the technical development work on both DirectLandings-Premium Version and the new DirectLandings-Personal Version. As a result of having just one developer, the programming behind the product is consistent and dependable.

Q: Who are the principals of Encephalo Associates?

A: Two principals head the company: Allen L. Armstrong and Ruth V. Armstrong, PhD. Allen Armstrong is the marketing technologist and developer for the company, while Ruth V. Armstrong, PhD is the marketing strategist, analyst, and tactician.

Q: What is the business of the Encephalo Associates?

A: The Encephalo Associates are committed to improving business performance in small-to-medium enterprises (SMEs), and branch locations of larger corporations. The firm focuses on critical areas such as marketing, sales, and customer service, and works with both online and offline channels. Encephalo Associates specializes in consulting services and digital products for clients in need of:

- strategy and execution
- technology solutions
- data capture, measurement, analysis, and action

Q: When was Encephalo Associates founded and incorporated?

A: Encephalo Associates was founded by Ruth V. Armstrong, PhD on March 27, 2002, and incorporated by Allen L. Armstrong and Ruth V. Armstrong, PhD on January 5, 2004 in Illinois. Allen serves as President, and Ruth serves as Secretary of the Corporation.

Q: Is Encephalo Associates a “Woman-Owned Company?”

A: Yes, Ruth V. Armstrong, PhD has majority ownership in the company.

Q: Where are the offices of Encephalo Associates?

A: The headquarters office is located in Hinsdale, IL (suburban Chicago, IL, USA), about a 30-minute distance from both O’Hare and Midway Airports.

Q: In what geographic areas is DirectLandings available?

A: The product is being promoted across English-speaking North America, but could be made available anywhere in the world via the Internet. Currently, the product is produced in English only.

Q: When will DirectLandings-Personal Version be available?

A: The product is completing its Beta-testing phase, and is set for launch in July 2004.

Q: What target market is served by DirectLandings-Personal Version?

A: The target for this product is sales organizations with long or complex sales cycles. These challenges are prevalent in both business-to-business (B2B) and business-to-consumer (B2C)

selling. Industries with these characteristics include: technology, capital goods, financial services, insurance, consulting, accounting and auditing, real estate, homebuilding and remodeling, automotive, high-end furniture and electronics, and other high-end consumer durables.

Q: What are the key benefits of DirectLandings-Personal Version?

A: The benefits center on reducing costs, building sales, developing customers, and reducing hassles for sales and IT staff:

- Builds relationships, particularly in long or complex sales cycles, but without being intrusive
- Promotes sales closes on a shorter cycle, to build higher revenue and move more leads through the sales pipeline
- Reduces production and mailing costs, manual processing and handling costs – thus increasing productivity with smaller budgets and a smaller workforce
- Reduces the waste involved with “phone tag” follow-ups pursuing disinterested leads
- Pays off the company’s investments in branding, e-collateral, and website(s) by using what is already available
- System can be accessed from anywhere online – from the office, or in the field
- User friendly – point-and-click or type-in forms – training not required
- No internal IT resources required – frees IT to work on strategic initiatives

Q: What features distinguish DirectLandings-Personal Version?

A: No other product on the market today offers these features:

- A message-oriented, personalized and branded URL appearing in the body of the initial email. (DirectLandings has scores of registered sales message URLs that are available exclusively to customers.)
- A personalized header, plus a personal pop-up note from the salesperson, that are layered on a website “landing page,” that opens with a click-through on the email URL. The landing page can be any page on the company website or network that helps move the prospect closer to a sale.
- An online Resource Library that the salesperson can customize for each contact, including such things as links to relevant information, forms, documents, presentations, or proposals uploaded just for them
- A notification email when a customer or prospect visits their personalized landing space, so the salesperson knows exactly when and how to follow up
- Reports that can be viewed, or downloaded into Excel and/or popular contact management software (such as ACT!), detailing who has visited and when, as well as what materials were viewed

Q: What is the cost of DirectLandings—Personal Version?

A: The basic charge is \$15 per month / \$180 per year for each salesperson registered in the system.

Q: How can I reach media relations at Encephalo Associates about DirectLandings?

A: Media relations contact information is posted at:

www.DirectLandings.com/press_request.html

Alternately, staff can be reached at: info@DirectLandings.com