



Personal Version

Highly Personalized Highly Automated Highly Friendly SM
eMail-to-Web Systems that Build Relationships and Sales

Direct Landings-Personal Version™ – Landings That “Get” SalesSM

Whether it's for a big-ticket sale, or for on-going project management, building relationships with leads and customers can be tricky. So how do you stay close without being intrusive?

Enter **DirectLandings-Personal Version**. It's an email-to-web product that provides a fully personalized and branded website landing space where you can feature documents and forms that your leads and customers can read, review, and act upon. Whenever they visit their landing space, you, the rep, get an email notification, so you'll know what they looked at, and when to follow-up with each one. Real-time tracking reports enable you to assess the impact of your customer development program. Just think – with a tool like DirectLandings you could shorten your sales cycle, bring up your conversion numbers, improve revenue, reduce costs – for a better bottom line.

How Does This Work?

With DirectLandings, the first thing seen by leads or customers is a **Personalized Email** that includes a **Link** to their very own website landing space. Built through automation, this link is a URL that reads like a branded and personalized sales message. All the sales message portions of our URLs are registered and proprietary, so the total effect is intriguing and unique.

When email recipients click on their URL, they land at a website. An optional **Personalized Welcome Note** is the next thing they see. Upon closing the note, they see a webpage framed by a **Personalized Header** across the top, and a **Personalized Resource Library** across the bottom. The center of the space displays either a **Page** chosen by the rep from the company's website, or else a **Document, Form, or Presentation** uploaded by the rep. Backgrounds, fonts, and text colors, as well as the height of the Library area, can all be customized to suit corporate graphic design standards.

Personalized Page

Personalized Email

Personalized Header

Personalized Welcome Note

Company Website

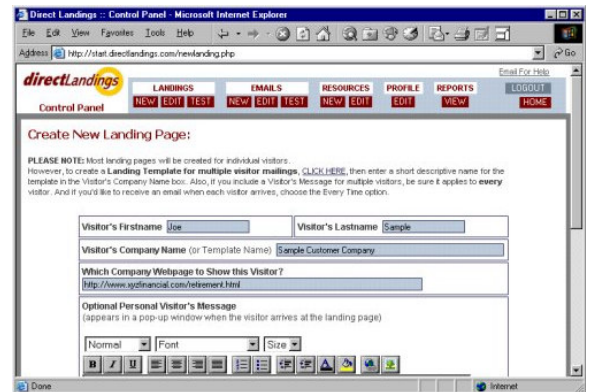
Personal Resource Library

Branded, Personalized Sales Message URL

The image illustrates the workflow of the DirectLandings Personal Version. It shows an email from Jane Salesperson to Joe Sample with a personalized URL. Clicking the URL leads to a personalized website for Joe Sample, featuring a header, a main content area (Company Website), and a resource library. A separate window shows a personalized welcome note for Joe.

Each recipient's **Personal Resource Library** consists of any number of links to web pages, documents, forms, or presentations that the rep has set up or uploaded – either just for a unique recipient, or in bulk for those with common needs. (Placing documents in an online Resource Library, rather than emailing them as attachments, assures that documents aren't blocked by the recipient's firewall or email system.) Notice that at the right-hand end of the Resource Library section, the rep's contact information is automatically included.

Our customers also benefit from a DirectLandings innovation: it's the rep who controls everything about Personal Direct Landings, without the need for additional training or an IT staff, by using an **Internet Browser** and an **Online Control Panel**. Everything behind the scenes is fully automated. The Control Panel only requires clicking on choices, or inserting information into a form. There are controls for storing recipient and rep information, and for designing each email, welcome note, landing space, and Resource Library. Our customers are in control of the look and content of communications going out to their customers.



directLandings Control Panel

LANDINGS NEW EDIT TEST | EMAILS NEW EDIT TEST | RESOURCES NEW EDIT | PROFILE EDIT | REPORTS VIEW

Landings Report: [Download Data File](#)

Click a heading to sort by that field in ascending order. Click again to sort in descending order.

Landing	Visitor's Name	Visitor's Company	Visit Date/Time (ET)	Resources Viewed
24-47	Joe Sample	Sample Customer Company	2004-04-27 12:43:04	View List
24-47	Joe Sample	Sample Customer Company	2004-04-27 12:09:13	View List
24-47	Joe Sample	Sample Customer Company	2004-04-27 11:56:12	View List
24-47	Joe Sample	Sample Customer Company	2004-04-27 11:13:20	View List
24-47	Joe Sample	Sample Customer Company	2004-04-27 11:08:33	View List

Emails, notes, and landing pages can all be verified before sending, and copies can be stored in any contact management system. The rep can also opt to receive an **Automated Email Alert** when recipients land on and explore their personalized web page, as a signal for when and how to follow up. Personal DirectLandings also offers a variety of **Reports**, plus the data can be downloaded into a spreadsheet or contact management system. We stand by our **Privacy Policy** and follow industry standards for the security of customer information.

What are the Benefits of DirectLandings-Personal Version?

- 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

Please contact us at our Chicago office:

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