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Online Tour of DirectLandings™ Shows Technical Advancements in Automated Lead Development and Customer Retention

DirectLandings—Personal Version™ Offers Personalized, Branded, and User-Friendly Online Solution for Long, Complex Sales Cycles and Relationship Development Challenges

Hinsdale, IL – July 27, 2004 – A tour of DirectLandings-Personal Version, a second-generation product for automating lead development, is now available on the web. In comparison to its competition, this latest release carries advanced automation features that put the entire lead development process squarely in the hands of non-technical users, at a very compelling price.

The product, produced and hosted by Encephalo Associates,™ is an email-to-web tool that enables salespeople to transform their company's website into a highly personalized source of information that's delivered to their sales leads. It's so automated that it requires no special training. Not only does it save on manual processing, delivery costs, and IT involvement, but it accelerates sales and revenue by promoting better sales relationships, and making the sales process more transparent.

"The website tour shows all the ways that DirectLandings surpasses competitive products to create the type of experience that's both easy-to-use and highly involving for the customer," explained Allen Armstrong, product developer and company principal. "We really listened to our target, and kept working with our Beta testers until we knew we had the right product that no one else in the market is offering. And we priced it to make it very affordable – at \$15 per month, per user."

The technical advancements that distinguish DirectLandings-Personal Version are several. For the initial outbound email, the product is unique in its automated ability to build enticing URLs that read like branded **and** personalized sales messages. And the sales message portion of each URL is registered and completely proprietary, all combining to increase click-through to the website to find more information.

The product also features a complete do-it-yourself interface called a Control Panel that's powered by unmatched, behind-the-scenes automation. The Control Panel only requires clicking on choices, or inserting information into a form, yet the final product can be made compatible with the tonality, content, and design of a salesperson's company website. Through the Control Panel, salespeople can, among other things, customize their URLs and email messages, greet a lead with a personal note once they click-through to the website landing page, and create an online Resource Library of downloads just for their lead. Another automation feature is an email alert to the salesperson when a lead lands on and explores their personalized web page. Real-time tracking reports round out the offering.

DirectLandings brings a "highly personalized, highly automated, highly friendlySM" tool to the desktops of sales professionals, that's also reasonably priced for today's cost-conscious/results-focused enterprise. Armstrong invites managers and staff to take the tour, or sign-up for the 30-day no-obligation trial to experience the value of DirectLandings-Personal Version.

For tour: www.DirectLandings.com/personal/pdl-tour.html
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