

Plexi Hosting Offers DirectLandings, a Sales Lead Development Tool, to its Base of Small-to-Medium Enterprises

Plexi Hosting and DirectLandings have formed an alliance to offer small-to-medium enterprises (SMEs) a sales lead development tool, alongside Plexi Hosting's array of web hosting plans. The alliance is aimed at leveling the competitive playing field for SMEs by offering affordable prices and a high standard of customer support. The tool, DirectLandings-Personal Version™, is an email-to-web system for building customer relationships throughout long or complex sales cycles. It's easy-to-use and designed to overcome common stumbling blocks in the sales process.

Gibsonia, PA and Hinsdale, IL (PRWEB) – September 14, 2004 – Aiming to provide their customers and prospects with a business edge, Plexi Hosting, a provider of hosting and web technology services at affordable prices, today announced a strategic alliance featuring DirectLandings, a hosted sales lead development tool from Encephalo Associates.

Plexi Hosting plans to use DirectLandings-Personal Version™ in its own customer development efforts, and sees this as a compelling demonstration of what the system can do. Plexi Hosting believes that once prospective customers experience DirectLandings, they'll be able to see how it could work for their own business. Pricing is also a draw at just \$15 per month.

DirectLandings is an email-to-web system for building customer relationships throughout long or complex sales cycles. Email recipients initially receive a message with a link that encourages click-through to a website landing page. What distinguishes DirectLandings as a lead development tool is the level of personalization, branding, and subtle sales messaging that can be built into the process at each step along the way. Users also like the email Alerts whenever prospects visit their landing page, and the way the system gets around restrictions on the size of email attachments. No technical training is needed by users; everything is handled through a control panel.

Plexi Hosting sees DirectLandings as a method to cultivate relationships and eventually close a higher proportion of sales. “When we first started using DirectLandings, we were taken by the personal note that greeted us when we landed at the web page,” explained Peter J. Toriello, a partner in Plexi Hosting. “Because the web landing page was specially selected to meet our needs, we were interested in what we saw. We could even click on additional resources, selected especially for us, that were discretely added to the screen display by the system.”

“This alliance with Plexi Hosting opens a pathway to work with people dedicated to great service at a great price. They offer web hosting expertise and a lot more,” observed Allen L. Armstrong, DirectLandings developer and principal at Encephalo Associates. “What's won us over is the range and commitment of Plexi Hosting's staff, and their enthusiasm to introduce DirectLandings to their prospects and customers. We feel this is a terrific opportunity to support small-to-medium enterprises with personal, professional hosting services and tools, comparable to those used in organizations with deeper pockets.”

About Plexi Hosting

Plexi Hosting, based in Gibsonia, PA (Pittsburgh), is a provider of professional web hosting at affordable prices. Four plans are available to fit a variety of business needs. A team of three staffs the company: Peter J. Toriello (web technology and e-commerce master); Kurt Rivers (support master); and Russ Walters (support and call center master). Their mission is to provide honest, dependable, professional services for all their clients' hosting and web technology needs. More information is available at www.plexihosting.com.

About Encephalo Associates

Encephalo Associates, developer of the DirectLandings system and Web-Site-Sage products, is based in Hinsdale, IL (Chicago). Full information about their most recent introduction is at www.DirectLandings.com/personal. In addition, this site features articles and news to help prospective customers and journalists understand the potential of this tool. Two principals lead this product development, marketing and technology consulting firm: Allen L. Armstrong and Ruth V. Armstrong, PhD.

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