



Identity Branding Internet-Based Sales Aid Patent Issued

The United States Patent and Trademark Office grants an Internet-Based Sales Aid patent, including 35 claims, to Identity Branding Incorporated, Greensboro, NC (US), inventor Robert E. Krumroy, patent no: 7,249,066 B1, Jul 24, 2007.

Greensboro, NC, October 27, 2007 --(PR.com)-- The patent provides the right to exclude others from making, using or selling an apparatus like a computer for sending a link in an email using software with certain features. The software enables access to a website by a salesperson, the salesperson inputting an identification of a prospect to be sent an email including the prospect's email address and a first message to send to the prospect that includes a link to a website address configured to show the prospect a pre-defined sequence of screens presenting a second message to the prospect. The salesperson selects one of a plurality of pre-defined screens stored on the website to be included to enable the screens' access using the link, send the email to the prospect including the link, and display the pre-defined sequence of screens to the prospect when accessed using the link.

The patent also covers a method of marketing including several steps: contacting a prospect to inquire if the prospect would be receptive to an email pertinent to a product or service to be marketed; sending an email to the prospect including a link to a website address configured to show the prospect a predefined sequence of problem-defining screens about a subject matter; wherein a salesperson selects one of a plurality of the predefined sequence of problem-defining screens stored on the website to be included to enable the screens' access using the link; when the prospect accesses the website address using the link, displaying the sequence of problem-defining screens to the prospect; and following up the prospect's interest in the subject matter of the sequence of problem-defining screens with a personal contact to provide further details about the product or service being marketed.

This patent will be in force until January 2, 2023.

About Identity Branding:

Identity Branding is dedicated to helping financial sales professionals create a visibly distinct and unique local market presence, a perception of superior value - eventually creating an almost unfair competitive advantage for themselves. Once accomplished, these professionals can thrive, successfully attracting prospect and outclassing the competition.

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