



Commission Based Programs

Rich Enterprises, Inc. has a database of over 2,000 qualified sales representatives with experience in a variety of industries. Our current staff averages 22 years of business experience and 6.4 years in cold calling experience. We are pleased to offer a commission-based program that allows you to locate new sales and contracts through our qualified sales representative network.

This service is suitable for the following types of products or services:

- Simple offerings with high closing success rates. Commission payouts are typically smaller in nature for the initial acquisition of business, but residual commissions provide adequate commission for as long as the account is retained. This type of an account requires strong sales skills and limited product knowledge, but persistency is the key to creating a strong income.
- Complex products and services that require detailed product information, strong product knowledge, and strong sales skills. This type of program requires a representative that is willing to educate the buyer and consult with them in great detail. Typical commissions are higher but less frequent.

Both types of programs require payment for residual sales for as long as you retain the client.

Your sales program can include the following:

- Contact with companies and entities to determine their needs for your products/services (cold calling).
- Determine if they have upcoming opportunities within the next 3 months or whatever time frame is appropriate for your sales cycle. For opportunities that are outside that time frame, we will schedule follow up calls and initiate contacts as appropriate.
- Determine if those opportunities fall within your parameters and follow up as needed to determine if there are additional opportunities.
- Distribute marketing collateral (via fax or e-mail).
- Educate potential buyers regarding your offerings and direct consultation with them to illustrate the benefits.
- Completed sales contracts are e-mailed directly to you.
- Continually monitor your program to ensure that it accomplishes the desired results.

Selecting the staff member that suits your needs

Prior to beginning the program, we will ask that you complete our new client questionnaire. This document provides us with a strong understanding of your offerings and allows our staff to quickly learn about your offerings, competitive edges, and develop sales techniques and strategies. We will contact all 2000 sales representatives in our network and select the team member (or members) that is / are most qualified. We will handle staff training and develop the approach. If our staff will need to meet your prospects directly, we will also select a team member that is located in your area.

Reports And Communication

- Client will receive a weekly report showing all contacts that were made during the prior week – so that they can offer coaching and suggestions as needed.
- Weekly conference call to discuss your program.
- All sales will be reported directly to you as they occur.
- Conference calls each week to discuss the results and possible improvements.

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After the sale:

- After the paid pilot program, we will submit an invoice to you each week for all completed sales during the prior week. Payment options include ACH transaction. Payments are initiated on Thursdays and effective on Fridays.
- Once the sale is complete, Rich Enterprises will not be involved in the day to day maintenance of the account or customer service. Any such inquiries will be referred directly to you.
- If your offerings require renewal at the end of the contract, we will handle those renewals on your behalf.

Specific Applications For Your Business

Our services have a wide range of applications and uses. Here are a few examples:

- Increase in market penetration by reaching out to new prospects that you have not been able to reach due to lack of resources.
- Expansion of your current base. New market may include additional offerings or expansion into a new geographical market.
- Cross selling - Announce new products that are complimentary to their existing purchases.
- Up selling – Announce new products to current clients by providing a service or product that may be an enhanced version or additional services or products that are complimentary to their existing purchases.

Pilot Program

Most commission based programs begin with a four week test with an hourly rate. It allows us to learn about your offerings and develop an appropriate commission structure for future sales efforts. Features are as follows:

- Contact list will be provided by Rich Enterprises based on type of business (SIC codes), number of employees, and geographical factors. Client may also provide contact list if so desired. All contacts are imported directly into the ACT database.
- Importation of contact list into our ACT database.
- Development of scripting and training materials to define approach, program goals, objections, etc.
- Minimum of ten hours each week of marketing and direct contact with your prospective clients for a period of four weeks.
- Distribution of marketing collateral (e-mail or fax) to interested prospects.
- Sales contracts delivered via email as they occur.
- Weekly accounting of hours with valuable statistics regarding total calls, calls per hour, and summary of results.
- Consultation with program manager to improve and refine program as needed.
- This program allows our clients to learn more about how a marketing campaign will be useful to their company and is designed to provide an introduction to telemarketing. After the trial period, we will establish an appropriate commission level.

More Information

We can provide a detailed proposal designed to suit your specific needs. Each program is uniquely developed based upon products and services offered, current prospecting methods, geographical restrictions, and future marketing plans.

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