

## **Programs Packages and Pricing**

We are pleased to offer several marketing packages to suit a variety of needs and company objectives.

### **Starter Package:**

This program is designed for a company that is interested in testing telemarketing and determining the effectiveness for their market and industry. Features are as follows:

- Contact list will provided by Rich Enterprises at no additional cost if based upon type of business (SIC codes), number of employees, and geographical factors. Client may also provide contact list if so desired in XLS or CSV formats.
- Importation of contact list into our ACT database.
- Development of scripting and training materials that will further define approach, program goals, objections, etc. Note: These materials are also utilized in staff training.
- Minimum of ten hours each week of marketing and direct contact with your prospective clients to generate leads and/or establish sales appointments.
- Minimum pilot program of at least four weeks.
- Program may include sending marketing collateral via e-mail or fax to provide additional information to interested prospects.
- Daily report detailing each call completed that day. This report is issued in RTF format and is viewable with Microsoft Word. Reports are e-mailed each day.
- Lead or appointment reports detailing contact information, recent conversations and history, and recommended action for client. These reports are sent daily via e-mail in RTF format and are viewable with Microsoft Word.
- Weekly accounting of hours applied to account with valuable statistics regarding total calls, calls per hour, and summary of appointments or leads.
- Consultation with program manager as needed 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.



## **Enhanced Starter Package**

This program is designed for small to mid sized companies with clearly defined marketing objectives and a strong understanding of how marketing campaigns can increase their sales and further develop their sales pipeline.

This package will include all features of the Starter Package plus the follow features:

- Pilot program with a minimum of ten weeks.
- Weekly conference call to discuss results.
- Distribution of appointments to multiple sales representatives.

Written reports at end of trial period including details regarding any outstanding prospects that need further contact, summation of all calls during program sorted by alphabetical company names, summation of all leads/appointments, and reports detailing accounting for all hours.

## **Custom Packages**

We also understand that the above packages may not your specific needs. We would be happy to develop a custom program that betters meets your objectives and goals. To obtain a detailed proposal, please contact us for further information.

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