



Quick Profiles And Related Statistics

Company profile

- Rich Enterprises has been serving clients since 1999. We have over eight years of experience in marketing for our clients.
- We offer a wide array of marketing and telephone services.
- We are boutique type operation and our services cater to each client's needs. We consistently modify our services and approach to adapt to our clients.
- We offer smaller programs specifically designed for small to mid sized clients.

Staff Profile

The statistics below will illustrate the experience level and maturity of our staff:

- Average age is 45 which is considerably higher than our competitors.
- 80% have some college or a Bachelors degree. Our team is well educated.
- Our staff has an average of 22 years of business experience each and cold calling experience averages 6.4 years each. Our team is able to sell complex products and services due to their high experience level.
- Average length of stay with Rich Enterprises is 3 years – which is phenomenal for this industry.

Client Profile

- Small to medium companies with one to five sales representations.
- Over half of our business (55%) is repeat customers or referrals from current clients.
- Business from all types of industries including software and IT, marketing services, medical equipment, trucking/freight, employee benefits, manufacturing, accounting, and other products and services.

Objectives and goals for our clients

- Increase current and prospective sales with a full sales pipeline through long term programs.
- Quick boost in sales and profits with short-term campaigns.
- Increase return rates with previous or current customers.
- Significant enhancement in average monthly sales with lead generation and/or appointment setting programs.
- Market research to gather names of decision makers, titles and phone numbers for future marketing endeavors

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Pricing Profile

- Pilot programs lasting four to ten weeks with an hourly rate.
- Programs include scripting, list preparation, database set up and training at no charge.
- Qualified leads or appointments based upon your needs

Our competitors often have exorbitant set up costs, high minimums, scripting fees, and contact list fees.

Typical Program Results

- Calls per hour is typically 20-25 per hour (with 15-35 calls per hours considered to be in the normal range) depending upon the length of scripting, successful contact rates, and degree of qualifying questions and information needed.
- One lead for every two hours of calling time is average. Depending upon the definition and quality of lead, success rates may be as high as one result every 30 minutes.

Program results vary greatly based upon the industry, receptiveness of the target market, scripting details, and client expectations regarding quality. If you are seeking projections for your campaign, please do not hesitate to contact us.

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