



Where our business is growing your business

June 06, 2006 **Rich Enterprises, Inc.**
Newsletter

**Providing sales tips, industry news,
and company updates**

Rich Enterprises, Inc. provides our small to mid sized clients with qualified leads and new sales appointments through our cold calling and telemarketing services. Our goal is to help our clients expand their business by locating new prospects and customers.

This newsletter is designed to keep our clients informed of new developments within our industry, new legal requirements, company and staff updates, and new sales and marketing techniques that may enhance their sales. Should you have any questions, please do not hesitate to contact us any time.

Cold Calling Works

Reaching Out To Senior Executives

Will sales reps cold call and learn to like it? Yes, if shown that cold calling is effective in gaining access to decision makers and Key Player executives. The sales person needs to learn to approach cold calling differently -- and should use cold calling to cultivate an internal referral and not to initially call the Key Player. Why not?

A survey* of senior executives was conducted to determine under what circumstances they would respond to a contact from an unknown salesperson. Responses showed that eighty percent (80%) of senior executives are unlikely to ever respond to an inbound sales call. Not great odds. Other than golf, not many people enjoy an effort that yields such disappointing results.

The executives surveyed further indicated that the most likely way to gain access to them is a referral from someone inside their own company. Eighty-four percent (84%) will always or usually respond to an internal referral.

Inhouse versus Outsourcing Campaigns

Which is best for you?

Although many companies find that outsourcing their lead generation function to a professional B2B telemarketing firm is

more efficient and effective, some companies prefer to utilize in-house resources, and own the process themselves. At the same time, while in-house lead generation can be relatively inexpensive, building an effective in-house capability involves unique challenges. For example:

Did you know that fewer than 1.5% of applicants are actually qualified to do the professional B2B lead generation job, even if they've been effective in the field sales job? And identifying good candidates is virtually impossible unless you know what to look for. Turnover is high, and training and development programs designed for traditional consumer-oriented telemarketers are inappropriate, if not outright damaging, in B2B sales.

Likewise, if you want your salespeople to generate their own leads and appointments, they need to know what really works.

Market positioning and strategies that work in other media simply don't work in the appointment-setting environment. If you're going to get an appointment with a President or CEO, you should know what to say, and how to say it.

Do You Need to Increase Your Sales Pipeline?

Rich Enterprises provides business-to-business (B2B) telemarketing, cold calling, prospecting, lead generation and appointment-setting services on an outsourced basis for companies that wish to increase their sales in the business-to-business or business-to-government markets. We can generate qualified sales leads and appointments faster, better, and less expensively than you can do it yourself.

The Situation: ? Do you need to increase your sales but lack the manpower to make hundreds of cold calls each week? ? Does your staff hate cold-calling or do they lack the expertise to obtain the desired results? ? Do you need more business or need more prospects in your pipeline?

If you're like most companies, you probably have sales people who just don't like to make cold calls; it requires discipline, and no one likes the rejection. The more time your sales reps devote to prospecting, the less time they have to sell; and the more time that your reps spend with their current prospects and customers, the less time they have for finding new customers. That is where Rich Enterprises comes in.

About Our Company

**Need a quote?
Have Questions?**

Rich Enterprises, Inc. was founded in 1999 on the premise that businesses must not only maintain, but must always seek new revenues and opportunities in order to succeed.

your outsourcing needs. We are proud to be an active member of our local Chamber of Commerce and professional business associations.

In August of 2004, Rich Enterprises, Inc. was certified as a Disadvantaged Business Enterprise with the State of Kansas Department of Commerce.

Our primary website for cold calling services can be viewed at www.richworldwide.com. In 2004, Rich Enterprises, Inc. also established www.richcrm.com to handle customer service calls or warm calls.

Our sales team is anxious to provide information about products, pricing, and answer your questions. Rich Enterprises, Inc. is responsible for a wide range of sales outsourcing services and looks forward to creating a sales solution and program that best suits your needs.

Please feel free to contact us via any of the following methods:

[Learn More](#)

Contact Information

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