



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 marketing techniques that may enhance their sales. Should you have any questions, please do not hesitate to contact us any time.

Do not call regulations for B2B?

By Melissa Rich
(staff)

Now that the dust has settled for the Do Not Call regulations and many have deemed the program as a success, is it possible that business to business calls might face similar restrictions? What impact might these regulations have on business and industry?

Many believe that we will never see similar regulations on B2B calls. If companies (both large and small) cannot contact their business prospects via phone to determine if their interest level in the latest software, specific business services, or their product offering - sales within the U.S. will plummet. In addition, the related tax base that our government relies upon for taxes will also plummet. Legislators will not adopt such regulations since it would have a severe negative impact upon business and industry and would impact the government as well.

Return on Investment (ROI)

By Tracy Rumsey
(staff)

And your telemarketing campaign

ROI analysis can be an important marketing tool used for measurement of a sales campaign. Most business owners would not think of participating in a new sales project or campaign without it? While ROI analysis is a must for any business, ROI is often misused and misunderstood.

How not to use ROI - A common example of ROI misuse is shown by the desire to perform the analysis several times changing the program here or there. This is particularly unrewarding when the results of the analysis do not influence the decision being made. Is this sales campaign working for me? Do I have the network of people I need to make this a true success? The issue here is that managers may have in mind a particular sales number and aren't communicating this information or don't know exactly what they're looking for until they see it.

ROI Do's 1. Be clear on what you are trying to determine. 2. Use ROI as a tool for calculation of future business and finances. 3. Understand ROI is an estimate.

ROI Don'ts 1. Fixate on the number. Ten percent, twenty five percent or break even is meaningless if you don't understand what the key variables are that get you there. 2. Use ROI as the end-all and be-all of analysis. ROI is not the primary tool for continuing a proposed sales project. 3. Use ROI for independent projects when the project fits into a larger plan.

If done with an understanding of its strengths and weaknesses, ROI can be a powerful learning tool when calculating the success of any sales campaign.

Helpful Books on B2B telemarketing

By Staff

The following books may be helpful resources for evaluating your sales and marketing techniques. Links have been provided through Amazon.com and will contain more information:

The Fundamentals of Business-to-Business Sales & Marketing (Hardcover) by John Coe www.amazon.com

S.U.R.E.-Fire Direct Response Marketing : Managing Business-to-Business Sales Leads for Bottom-Line Success (Hardcover) by Russell M. Kern www.amazon.com

Fundamentals of Marketing (Business & Marketing) (Paperback) by W.G. Leader and N. Kyritsis www.amazon.com

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.

We certainly look forward to answering your questions and meeting 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 Women Owned 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:

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Contact Information

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<http://richworldwide.com>

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