



Where our business is growing your business

December 5 , 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.

The importance of Niche Marketing

By Tracy Rumsey
(staff)

Most companies, whether big or small, direct their marketing to select niche audiences. Even the country's largest manufacturers target carefully pinpointed market segments to maximize the effectiveness of their programs and often tackle different niches for each product group.

Niche marketing can be extremely cost-effective. For instance, imagine you offer a product or service that's just right for a select geographical area or type of business. You can set a calling campaign to specifically target that area and leave out the general market.

Taking on a new niche can be a low-risk way to grow your business, as long as you keep in mind several important rules:

1. Meet their unique needs. Identify the unique needs of your audience, and look for ways to tailor your product or service to meet them.

2. Say the right thing. When approaching a new market

niche, it's imperative to speak their language. You should understand the market's lingo and be prepared to communicate with the target group as an understanding member--not an outsider. Customize your campaign to reach the specific target including your approach whether it is language or the procedure for making contact. For example you will approach an attorney in a different way that an Auto Mechanic.

3. Always test-market. It's best to conduct a competitive analysis by reviewing competitors' ads, brochures and Web sites, looking for their key selling points, along with pricing, and other service characteristics. But what if there is no existing competition? Believe it or not, this isn't always a good sign. It may mean that other companies haven't found the key to providing a product or service this niche will want to buy. However, it's also possible that many companies have tried and failed to penetrate this group. Always test-market carefully to gauge the market's receptiveness to your product or service and message.

The promise of Niche marketing is there for the taking. While it is intensely competitive, the size and lack of geographical barriers are especially suited to businesspeople who are blessed with niche vision and a dose of creativity and determination.

Top 5 Common Objections of Cold Calling

By JoAnn (staff)

Part 5 of 5

This article is part 5 of 5. Each article will feature a common objection that is encountered when cold calling and will describe a few methods to overcome that objection.

Objection #5: It would be too costly to change the way we are doing things (or we don't have the budget).

Cost is always a factor in life. Even companies that can afford certain products or services want to know they are getting a good deal. If possible, be ready to give some kind of price range for your services even if it is extremely broad.

The person doing the cold calling should ask questions and gather information from the potential client. Let them know information will be passed on to the Account Manager (or who ever is doing the follow-up call) and they will be able to give an exact price quote during the follow-up call.

Most everyone will understand that there are factors that go into determining the prices of products/services. Always know the minimum price you can give a client so when you quote it, you know you can do it. If after quoting this price range, they tell you it is not within their budget, this is probably not a client that would have been worthwhile to do business with

and you can move on to the next potential customer.

Know what your products or services are worth and remember.... if you are reaching the right target, they will recognize the value of your product or service.

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:

[Learn More](#)

Contact Information

email:
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phone: (888) 443-5247
website:
<http://richworldwide.com>

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