



Rich Enterprises, Inc.

Where our business is growing your business

February 6, 2007

Rich Enterprises, Inc. Newsletter

Providing sales tips, industry news, and company updates

Dear Melissa,

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.

Motivating Sales Reps

By Tracy Rumsey
(staff)



Anyone who has managed a sales team knows that there are times when their sales team needs a little boost to stay motivated. Here are some tips for you to help your sales team keep motivated when morale may need a lift:

- **Contests.** Most salespeople are competitive by nature. Contests are great ways to motivate salespeople to strive harder to achieve success.
- **Daily/Weekly Cash Incentives.** A cash incentive might be the boost you need for your sales reps. It can be based on the number of leads/appointments made that week, the highest dollar amount of sales, or the one who closed the most business.

Smaller companies may not be able to offer the same incentives. They may want to try other techniques that are not specific tied to financial resources.

- **Recognize success.** Schedule specific times throughout the year to recognize successes of sales individuals. Salespeople love to be recognized for their accomplishments. Good salespeople will do whatever it takes to be recognized.
- **Training.** Continue to teach your salespeople. The more time you spend teaching and coaching your salespeople, the greater their success.
- **Involve them in setting goals.** Managers know that involving their team members in setting goals will generate a higher level of morale. Effective sales managers give their team an overview of the big picture and what the company needs to do to achieve these goals. Involving the entire team will give them a sense of pride when the company succeeds.
- **Communicate.** Be honest with your sales team. Some companies feel that people should only be given information that is relevant to their specific job. Sales people that are actively involved feel more a part of the company if they are kept in the loop. Give direction and feedback on a regular basis to let your team know how they are doing and where they are going.
- **Lead by example.** To keep a highly motivated team, you must give them an example to follow. Demonstrate enthusiasm, energy, team cooperation, honesty, integrity and commitment. Treat people with respect and dignity. Give them tools to excel, grow and develop. Encourage them to participate and get involved. Solicit feedback, listen to their comments, and act on suggestions that will help your business succeed.

Overall, knowing your sales team is the first key to understanding how to keep them energized. Once you know them, you will be able to develop a strong incentive plan to keep motivation going to achieve success all year long.

Lead Follow-up

By Cloren Royal
(staff)

How To Prepare For Contacting A New Lead

Let's begin by deciding how you will communicate with your prospect. Let's first review the reports. What does your report have for you to use as a guideline? The reports will help you determine where to begin your approach. The notes from the report should include the name of the exact contact, the company name, their position, telephone number, email address, business address and details about the conversation your prospect had with Rich Enterprises and other helpful information.

Read your reports thoroughly. Notes included in the report in many cases, give you a “feel” for the type of conversations to date. Notes will steer you in the right direction and from those details, it can enable you to continue from those previous points.

Other helpful ways to follow-up with your lead is to know about your prospect. Perhaps knowing exactly which position your prospect is in, will be important to know for determining how far you can go with your conversation. For example, is your prospect the Director or the assistant? Is your prospect brand new in their position or even the C.E.O. of the company? Is this prospect male or female? This is also helpful before beginning your follow-up

Lastly, reviewing the company’s website is an extremely helpful tool. A company’s website can give you a wealth of information; such as how long the company has been in business, a company’s mission statement and their objectives, and different departments with names and numbers to utilize.

Also, lists of different areas of work that companies specialize in that you can use as a tool for other business opportunities. The website can even answer questions that you may have had prior to your phone call. You can educate yourself by reviewing a company’s website which can even be used as leverage. Having this type of information upfront can impress your prospect by the knowledge you already possess about their company.

These helpful tips can be used as guidelines before making your follow-up calls to your leads. The more knowledgeable you are going into your call, the more comfortable and confident you will be since you are fully prepared.

New to our Rich Worldwide newsletter!!!

By Melissa Rich
(President)



Question and Answer section

This question and answer section is designed to provide brief answers to frequently asked questions relating to B2B Telemarketing and marketing questions in general. Please email your questions to Melissa@richworldwide.com and we will answer your questions in upcoming newsletters.

Question for this week:

My business is unique and we work in a specific niche industry. Can you help us with our marketing needs?

Answer:

We have certainly worked with a variety of industries including software, medical, freight, marketing, and a whole host of others. We can apply our sales and marketing techniques to your industry.

With each new industry, there is a learning curve, so we must monitor your account closely during the first few months.

Unique industries may require quite a bit more effort on our

part but we can readily adapt our service and approach for your needs.

Be sure to look in the next newsletter for more questions and answers.

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

Join our mailing list!

*****Marketing
Special*****

Free Scripting to start your campaign off right!
(coupon is not necessary- we offer Free scripting w/all programs)

Offer Expires: February 19, 2007