



*Lead generation Appointment Setting Teleprospecting  
Telemarketing Inside Sales Cold calling*

April 15, 2008 **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.

## Announcements!

Melissa Rich  
(President)



**KNOW SOMEONE THAT COULD USE SALES TIPS?:** Towards the bottom of this newsletter is a "Forward to Colleague" link. If you have a colleague or business associate (inside or outside of your company) that would appreciate this newsletter, please free to forward it to them. They can certainly unsubscribe at any time if they are not interested.

## The Art of Being Direct

By Tracy  
Rumsey (staff)



Being the best sales person in the business will take you to the top but one of the traits that make you the top sales person is being direct.

What is the definition of direct? Direct is to ask specific questions or get directly to the point. Directness does not need to be equal to brashness or rudeness.

When making sales calls, ask the questions that will benefit you in closing the sale. It might not benefit you today but will give you much needed information for long-term sales.

#### **Examples might be:**

1. What is it going to take to get you to commit to me today?
2. I understand you need to discuss our services with your committee, what can I do to help you expedite this process? When will they meet and when can I follow-up with you to talk about results?
3. When does your budget cycle begin and end?
4. Who is the final decision maker and when/how can I speak with them?

The worst sentence to lead with when following up with a perspective or current customer is Hi Mr./Mrs Jones "Just checking in". Use something like this: Hi Mr. Jones, you and I spoke two weeks ago and you seemed to be very interested in the services that we have to offer. I have a few more ideas to share with you, do you have a few minutes to continue our conversation?"

Being direct will save you and your customer time. Get to the point of the conversation and ask strong questions to gather the information that you need without being harsh. If you can master this art, you are likely to see your sales increase and find much stronger rewards in your business!

## 3 Quick tips of the trade

By Donna  
Larsen (staff)

### **Email Headers**

In the past we have discussed how to properly write and send emails to clients, but let us not forget the importance of a proper heading, also known as a subject line. The heading of an email is often overlooked and thought to be the least important of all, but keep in mind that the heading is the first thing the client will see on the email and this can make or break you!

**No generic subject lines!** Often you may find that you are using the same generic heading for every email you send. Avoid doing this, as more often than not a generic heading gets deleted. Make sure your subject line is related to why you are

contacting the client.

**Do not be to salesy!** Do not make your subject line appear to be too sales oriented. Keep your sales pitch for the email itself.

**Be precise and to the point!** Keep your heading short and to the point. If you are calling about a certain company, than put the company's name in the header so that the client will be able to identify the email immediately.

If you follow these tips you will be able to avoid having your email deleted or thought of as SPAM and you will allow your client to accurately identify your email! An example of a proper heading would be "Requested Information from Company X." Always remember to get the clients permission before sending emails!

## Brainstorming to Overcome Roadblocks

By Candy  
Crossley (Staff)

When working an assignment and making sales calls, you may sometimes feel that your not getting anywhere or at a roadblock. One of the best ways I find to overcome a roadblock is to really sit back and re-evaluate the situation.

Some of the questions you may want to ask yourself are:

- Do I have real knowledge of the product that I'm marketing?
- Is the script that I'm using precise and maximizing any results?
- What objections are presented and are my responses (rebuttals) overcoming?

When you begin to feel all of these questions are not bringing in the results that you need, you may find yourself Brainstorming and thinking of ways of Overcoming these Roadblocks. One suggestion would be to meet with others within your industry or office that can provide you with additional insight.

Perhaps re-configure the scripting and come up with a better strategy to where the script doesn't sound so much like a "sales pitch". Focus on the objections that you may be getting and request more dialogue from the customer other than allowing the door to close in your face just with, "I'm not interested".

With knowledge, skill, perseverance, and consistency you may will be more successful in overcoming the roadblocks and achieve better results in your marketing and sales programs.

Always having an open mind, obtaining more knowledge, and gaining more feedback will put you back on that great road to success!

## 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.

Rich Enterprises, Inc. has been honored by the Kansas Department of Commerce as the 2007 Women Owned Business of Year - Service Industry Firm. 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](http://www.richworldwide.com). In 2004, Rich Enterprises, Inc. also established [www.richcrm.com](http://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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