

# Rich Enterprises, Inc.

Where our business is growing your business

April 17, 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.

## Tools for the trade

By Tracy  
Rumsey  
(staff)



Every sales person wishes they had more hours in the day to complete necessary tasks. Time management tools are especially important for small business people, who often find themselves performing many different jobs during the course of the day. Using appropriate scheduling tools will help you increase your follow through and will result on stronger lead conversion rates.

**Tickler files.** A tickler file is a set of folders: one folder for each day of the month, and one folder for each of 12 months. You can use paper folders or email folders, depending on what you're filing. A tickler file for email can be designed to run on any computer operating system. Place things in your files that you want to be reminded of or need to come back to later in the current month or months to follow.

**Daily planners.** The daily planner aids salespeople in planning their day with appointments, contact information-including email addresses and phone numbers as well as projects for the month. Planners are easily transported so you can be ready to

make notes at a moment's notice.

**PDA (personal digital assistant).** PDAs are hand held computers that can do everything from calculate to send and receive emails. They are a great portable tool for the busy on the go sales person that needs to stay in touch with clients and staff. They can also be integrated with software applications for even better planning.

**Software.** Software programs can assist with strategic business planning, tasks, budgets, and performance goals. Software programs such as ACT, Goldmine and Salesforce are just a few of the brands that assist with contact management. They offer bells and whistles that have alarms to ring daily/monthly, offering day/monthly task calendars that keep you informed of day/monthly projects and meetings. But they are not easily transported so you may need to supplement with other tools to increase your effectiveness.

There are many useful tools to keep you informed and on schedule. Finding which tools work best for you will be the key to ultimate success.

## How To Leave Effective Voicemail

By Cloren  
Royal (staff)

First and foremost, make it brief. Callers prefer to hear a message that will identify you, what you do and small details, plus how to get back in touch with you. A message that is too lengthy may frustrate the listener, it might not record the entire message, or the listener can simply cut it off by erasing your long lengthy message.

Start by saying your full name and company name. Next, state the reason for the call. Then, clearly state a contact number for a return call. You must leave the number clearly and slowly and it would be best to leave the number twice.

As a business person, you want to get results from your voice mail messages, so you should prepare yourself in advance for each message. We want confidence and no hesitation of your words. Briefly explain how your product or service will be beneficial. In your voice mail message, inform them exactly what you want them to do.

Example: "Give me a call at your earliest convenience at a specific time" It is also a good idea to end the call by thanking them for their time and attention. Most business people are very busy and accustomed to receiving voice mail messages, so it is important to be courteous. You may want to add something to the effect of, "I look forward to hearing from you."

Keep your message strictly business; never leave personal information and details. Your message could be played on speaker phone or it could be passed around the office in search of the proper party. It is always best to write down what your

message will state prior to your call. You do not want to have a mental block in trying to remember all of your words, so simply have it on paper before you begin leaving your voice mail message.

If for some reason you do not prepare prior to the telephone call and you begin your message and have a mental block while leaving your message, hang up. Organize your thoughts on paper and call back.

Some pointers to help you prepare before you leave a voice mail message:

- Know before you call the reason for the call.
- Start by saying your full name and company or department name.
- State the reason for the call.
- State clearly what you want. (ex: a call back, an email, etc)
- Leave your phone number clearly and slowly.

Entice the listener. Dangle something in your voice mail that would interest them. You may want to mention their customers, competitors, visionary ideas, etc. Try to give your listener a vision of what can help them reach their future goals. Of course in a voice mail you cannot tell them everything, but enough to get them interested, looking forward to hearing from you again, or looking forward to calling you back in the near future.

End your voice mail message with strength. Many voice mail messages can be received and erased; therefore, make yours stand out and end strong. For example, "If you would like to find out how we can save you money", "I can assure you that this will be worth your time." These are just a couple of examples of strong closing statements that you can use in your voice mails in order to get a higher rate of call backs.

These tips will not guarantee you a call back; however, they will help your voice mail message stand out and be remembered.

## 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](mailto:melissa@richworldwide.com) and we will answer your questions in upcoming newsletters.

Submit your questions for Melissa to answer and then look for her response in upcoming issues.

## 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](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**

email: [customersupport@richworldwide.com](mailto:customersupport@richworldwide.com)  
phone: (888) 443-5247  
website: <http://richworldwide.com>

**Join our mailing list!**

 

\*\*\*\*\*Marketing  
Special\*\*\*\*\*

Free sample contact list and scripting package! (coupon is not necessary-we normally offer free sample contact lists and scripting w/all programs)

Offer Expires: May 01, 2007

**FORWARD EMAIL- If you would like to share the content of the newsletter with a colleague, please feel free to forward our newsletter**

[Redacted]

This email was sent to melissa@richworldwide.com, by [support@richworldwide.com](mailto:support@richworldwide.com)  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

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