



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

April 29, 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 OR BENEFIT FROM 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.

Navigating Phone Systems

By Tracy
Rumsey(staff)



Any sale professionals knows first hand the difficulty in reaching your contact and navigating through gatekeepers and phone systems. Some phone systems will have operators that handle all calls but many companies are utilizing an automated system instead of a live person answering the telephone.

This creates a new hurdle for sales people. Tips for navigating through phone systems could be vital for you in reaching your contact.

First-If an operator answers the line; ask for the contact name listed for the company. If you do not have a contact name, ask for the department you are seeking.

Second-When calling an auto attendant, you might need to dial an extension or you might have to use a numerical phone system where you have to spell out their name using the buttons on your telephone.

This can be a frustrating task if you are unsure of the correct spelling. With most systems, you can enter just a few letters and hopefully the system will provide you with a list of personnel that meet that criteria.

You can often follow the menu prompts (press 1 for sales for example) to reach a live person. Even if they are not the correct contact, they may be able to provide with an extension or direct dial number of your contact.

Third- some companies have even become more high tech and are using a computerized attendant that can transfer the call, answer your questions and take messages. You can utilize this information to learn more about the company that you are contacting.

Always be patient when navigating through a new phone system. Most auto attendants are user friendly and with a little practice, your ability to navigate the phone system will improve.

Local Networking

Cloren Royal
(staff)

In the business world, no company or business becomes successful without networking. There is no company out there that has gained business and customers from zero efforts. The reality is that you have to tell people about your business.

Let them know you are here and what services (or products) you provide. Marketing becomes a constant effort that never stops in order to keep your business name in front of the prospects.

It is up to us as business owners to do our own networking, especially in the community and locally. Marketing can be done

through advertising efforts, but can also be done by word of mouth. One great way to network locally would be to join service clubs and organizations, such as a lions club or a rotary club.

By joining such organizations, you will meet many other business professionals and gain fellowship with others in the business world. More advantages to this type of network would be meetings and getting to know a variety of people from many different occupations who represent high levels of achievement.

Individuals can learn from others about how to achieve success. In addition, this type of networking can help individuals develop a new outlook about yourself and your career that can enhance your effectiveness and the focus of your business.

Remember the best ways to get your company name out in the world is to network to hundreds or even thousands at a time. Your local clubs and communities could potentially be an essential part of your business and can be the heart of your success.

Be sure to tap into these groups, they will only benefit your business in the end.

Utilizing Contact Information

By Donna
Larsen (staff)

There will be a time in every telemarketers life that they will have to deal with a stubborn or even rude receptionist, otherwise known as the "gate keeper." Regardless of your approach and tactics, they may refuse to transfer your call or provide information.

Though this can be extremely frustrating. There are ways to get around the gatekeeper without too much frustration and effort. Keep in mind that not all situations are the same so this tactic may not work on every gate keeper.

The majority of the time, when you purchase a calling for leads, it will supply a contact name (depending on your list source). Keep in mind there is a good chance the contact name could be incorrect. Your first step would be to call the prospect and ask if the contact name given is the correct person to speak with. If the gate keeper says yes, you have success.

If it is not the correct contact, your task is to determine who you should speak with. The conversation will either go one of two ways-

1. The gate keeper will provide you with a new contact name.
2. They will simply refuse.

If they refuse, then try again later using a new strategy. Try asking for a certain department as opposed to a certain person. Once transferred to the department, you can ask who to speak

with, as they will be more likely to give that information to you. Even if you know that the contact name given on the list isn't the right person, you can always try to use that name to get your foot in the door.

By letting the gatekeeper know that you have a contact name (regardless of whether it is correct) you are showing them that are familiar with their company and staff. This also shows that you are not calling random numbers. You will find that you are much more likely to get the information needed by giving the incorrect contact rather than to just call and ask for "anyone that handles _____."

Here are a few examples of ways to use the contact name given (assuming it is an incorrect contact) to reach the correct person. The first approach is as follows:

"Hi, I am calling to speak with Mr. X about _____. Is he available?" - Once they inform you that Mr. X is not the correct person you continue with "I am so sorry about that, I will update my records immediately. Could you possibly tell me who I should speak with?"

The final example I will leave you with is quite similar to the one above, only it is catered towards the gate keeper that will transfer you to the correct contact, once again assuming the original contact information given was incorrect. Notice the last sentence is the only thing that changed.

"Hi, I am calling to speak with Mr. X about _____. Is he available?". Once they inform you that Mr. X is not the correct person you continue... "I am so sorry about that, is there anyway you could connect me to the correct person I would need to speak with? Thank you so much and the correct contact name is?"

I hope that this will show you how you can take information given to you, even if it is incorrect and turn it around to benefit you to achieve your goals. Every situation is different, so it is up to you to determine which scripting idea to use and which tips work best for that particular situation. Hopefully you will not have to face many stubborn gate keepers, but when you do, you will now be prepared!

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

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. 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](#)

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