



Lead generation Appointment Setting Tele
Telemarketing Inside Sales Cold ca

August 05, 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)



We will be offering free online webinars that will focus on enhancing your sales abilities. What topics are most of interest to you? In what areas, would you like to improve your skills? What are the toughest challenges that you face in sales?

If you have a suggestions for webinar or newsletter topics, we would love to hear from you.

If you would be interested in more details on our webinars, please contact Melissa Rich at 888-443-5247.

SIC codes versus NAICS

By Tracy
Rumsey(staff)



SIC and NAICS can be used as criteria for a contact list. Both codes are helpful in identifying and locating your most likely prospects based upon the type of business (manufacturing, school, attorneys, auto mechanics, etc. What is the difference between SIC and NAICS?

The (SIC) Standard Industrial Classification. The SIC, used since the mid 1900s, was developed by a Committee on Industrial Statistics. They set out to develop a plan of classifications of various types of statistical data by industries and to adopt such classifications as the standard industrial classification of the Federal Government.

Many data users and analysts were criticizing the SIC as outdated and not a true picture of the economy of the United States. After the adoption of the North American Free Trade Agreement, they found the need to develop a new system, one that worked with Canada and Mexico.

The (NAICS) North American Industry Classification System was developed in 1987. In 1997, the Office of Management and Budget (OMB) announced its decision to adopt the NAICS as the industry classification system. NAICS replaces the 1987 Standard Industrial Classification (SIC).

Why do some lead source vendors use the NAICS instead of SIC? NAICS is unique and a new system for classifying business establishments. NAICS recognizes the changing and growing service-based economy of the United States and its North American neighbors. NAICS includes 1,170 industries of which 565 are service-based industries. The SIC had 1,004 industries of which 416 were service related industries.

SIC has a tendency to be called "outdated". The SIC was not a priority to be updated to reflect the changes of the economic structure. The NAICS provides for comparable statistic among the North American countries. In addition, it provides for more comparable information with ISIC-International SIC.

Many vendors currently use SIC codes to compile marketing lists - which is more than adequate for most businesses. The NAICS system basically replaced the SIC in the official reporting of business activities from federal statistical agencies.

It is advisable to look up SIC and NAICS numbers related to the particular business when beginning research to build lists. By using both lists, you will be ready for whatever source needed to complete marketing strategies.

True Tips from the Telemarketing Troupes

Tracy Rumsey
(staff)

As a telemarketing firm, we like to consult with our experienced network of account representation regarding what methods and techniques work best for them. We asked a few of our network the following question:

If you could give one tip and one tip only to a new telemarketer, what would that tip be?

Patti: Remember there's often a busy human on the other end of the line, just like you, and be happy when you're told an immediate no because it's a numbers game. If they tell immediately, you will know early-on and not waste their time or yours.

Candy: Don't take rejection personally or ever be afraid of it. I feel that it only makes you a stronger telemarketer when having to deal with rejection and overcome it. Always have a smile on your face, because they can hear it in your voice. If you smile and dial, it usually will bring you the results that you are looking for in the end!

Donna: Expect rejections. I know it's hard for a lot of new telemarketers to get many rejections or get hung up on. My best advice would be to expect rejections, don't take it personally, and to be very patient and it'll all pay off in the end.

Telemarketing is a very rewarding endeavor in terms of new prospect and business, but it can be stressful without the proper tips of the trade. Take advice and tips from seasoned marketers. They have encountered many situations and have learned to overcome even the toughest objections.

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. 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

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