



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

August 21, 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.

Announcements!!!!

By Melissa Rich
(President)



New Download Center

Download Center has been completed and can be viewed at <http://www.richworldwide.com/downloadcenter.htm>

To make it easier for you, we have all materials located in one location. Over the next few weeks, we will be adding a few new items to our download center including steps for starting a program.

Please do not hesitate to contact us if you have any suggestions regarding how we can improve our services, website, or newsletter.

Overcoming sales slumps

By Tracy
Rumsey(staff)



Every business owner can relate to sales slumps. Sales slumps and declines are unpredictable and are triggered by uncontrollable events. These events might include:

- Changes in product demand
- Competition and new products
- Seasonal slumps - tax time, holidays, or other times where

business is slow throughout the industry.

Remembering that a sales slump is temporary can be the key to getting through a difficult time. How you handle this problem may determine how long your slump will last and how quickly you will recover.

Here are a few tips to coping with your sales slumps:

1. **Focus:** Change your focus to deal with today's business. Take care of today and handle next month when it comes along. Putting too much stress on the current situation can leave today's sales neglected.

2. **Confidence:** Sometimes sales slumps can leave you wondering about the source of the slump. Have I failed in some way to be the perfect salesperson? Often sales slumps can devastate your selling confidence. Instead of evaluating the situation objectively, we tend to let it affect us emotionally. Take this time to reaffirm your sales techniques and make improvements as needed; remember the slump is temporary.

3. **Reevaluate your sales plan:** This might be a good time to take a closer look at your sales plan. Add new sales strategies to your plan to boost annual goals. This might be the point you need to give you the opportunity to take a closer look at your overall sales plan and strategy.

4. **Relax:** Take a break. Putting undue stress on yourself will not help a sales slump. You cannot become creative and resourceful under stress and tension. Join a health club or take

up a new physical hobby such as running, walking or bike riding. Sometimes a rigorous physical workout program will assist with relaxation and sleep.

5. Use your down time wisely. If things are slow, now might be a great time to work on the projects that have been delayed due to time constraints. This could be great time for you to revamp your website, install new procedures that will increase your efficiency when business is back to normal, or might be a great time to develop stronger organizational skills.

The most important tip for overcoming a sales slump is to go back to your original sales plan and techniques that worked for you in the beginning. Sometimes we lose our focus and get side tracked.

Taking this time to reflect and self-evaluate your progress, your successes and your sales plan will ensure you come through a sales slump sooner or may help to increase your future successes when business returns to normal.

Positive Outlook Produces Positive Outcome

By Cloren
Royal(staff)

When we meet potential customers, whether by telephone or in person, our attitude can determine everything about the results of the outcome that you are trying to achieve. Have you ever been to a place of business with very poor customer service and no helpful assistance? It's simply enough to make you leave that place of business and refuse to purchase anything whatsoever. It's imperative that a positive attitude in the business world becomes a part of your daily habits so you can achieve higher sales.

A positive attitude will keep you fired up and give you that boost that you need to be productive and to assist customers and clients better. Have the ability to overcome those negative thoughts and believe in great results. Believe that you have a great product to offer or service to provide and project that message to your clients. In turn your clients will believe it too. All professionals are constantly dealing with rude, irate individuals. There will always be situations and challenges to face in your business. Make it a skill to turn these challenges into an opportunity for service rather than failure. Look for the positive solution to change the outcome.

Your positive attitude will result in a confident demeanor and is extremely helpful when you are presenting your product and service to clients. Positive attitudes also allow you clear thinking and response to customers. When you are positive, you can answer customer questions slowly and thoroughly. This will help you relax and seem less nervous and short with customers. Positive attitude gives you patience and helps your prospect make the best decision that provides them with the best quality and product. Poor attitudes will make you answer questions abruptly and push your prospect away. Positive thinking will make your presentation and verbal statements come across pleasantly to the client.

Your success will be directly affected by your attitude. If you want success with your business, a positive attitude will be reflected through your statements and answers to customer questions. This will help with more productive sales because

you are turning your prospects into believers. If you can make a buyer a believer, then they are sold. Avoid the negativity. It always helps your mindset when you are around people that think positively. Remember, you are what you think.

Question and Answer section

by Melissa Rich
(President)



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.

Cool Tools of the Trade

By Donna
Larsen (staff)

Quick Tips For Leaving Voice Messages

Many of you may look at the title of this article and may think that leaving client voice messages are a real no brainer! What more could you possibly do to leave a more proficient voice mail? Well, here are a few quick tips that have proven to be quite effective!

Be brief, concise and to the point! Make sure to keep your message at a minimal in order to keep the client's attention more focused on the reason for your calling. Get straight to the point without going into too many minor details. Save those for when you and the client actually speak.

Pronunciation is key! Always speak clearly and have a friendly tone. Be sure to speak clearly each word without murmuring. Speak slowly so that the client listening to the message can understand everything and take notes if need be. Avoid words like "um" and "uh" since they tend to leave you looking unprepared and fumbling for what to say.

Know your subject! Before calling and leaving a message for a client make sure to know exactly what it is you are going to leave a message about. Preparation is key! Always keep a clear plan about what you are going. Keep in mind also that you may not always get a person's voice mail. Often a receptionist will ask you to leave a message with her and then you must be prepared to effectively relay your message in a manner that the client will understand.

Always leave important call back information! When leaving any type of message for a client, be sure that you leave your name, your company name, phone number, extension and any other type of contact information they will need. This may seem like common knowledge, but some people find that they are so focused on getting a certain point across that they forget to leave this vital piece of information.

It is a good idea to report your name, number and so forth a second time during the message to make sure that the client gets the contact information. I typically will leave my contact

information at both the beginning of the message and then again at the end of the conversation.

All of these tips may of course seem like extreme common knowledge to most people, but more often than not these few things tend to be over looked. The best advice I can give would be that practice makes perfect.

The more messages you leave, the more comfortable you will be at leaving the messages, and thus forth the better your message will be. Be sure to be professional, yet friendly in the messages that you leave and you will be sure you to be greeted with positive feedback when you do speak to your client.

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:

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phone: (888) 443-5247

website: <http://richworldwide.com>

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**Problems with
overcoming**

Are you struggling with objections? Send us your top 2 objections and we will gladly supply you with free tips on how

overcoming
Objections?

we would handle them.

September 04, 2007

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