



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

**December 16,
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)



Happy Holidays!!!

Rich Enterprises wants to wish you and your family a happy and healthy holiday season!!

Reminder: Rich Enterprises will not be making any marketing calls for the last 2 weeks of the year.

Looking ahead to 2009

By Tracy
Rumsey(staff)



Integration telemarketing into your 2009 marketing plans

At this time of year, we are getting ready to shut down for the holidays, close out the books for the end of the year, and develop plans for 2009.

What type of goals do you have set for your business in 2009? Are you considering a new avenue for marketing?

Think about the integration of telemarketing into your plans for the upcoming year. Telemarketing can be a prosperous tool to build your sales pipeline and boost customer response rates.

Often times the convenience of telesales gives businesses the opportunity to reach out to higher level contacts than those unavailable in person or via mail.

Choosing the right telemarketing program can provide opportunities that will increase sales, improve customer contacts, and reduce overall marketing costs.

There are many ways to incorporate an effective telemarketing program including:

1. Use a telemarketing firm for cold calling for your outside sales staff. For businesses that require face-to face meetings, using a professional telemarketing firm to do the leg work will allow the sales force to close the sale instead of make the initial relationship phone calls.
2. Allow the telemarketing firm to follow-up on sales leads, set follow-up appointments and provide general customer service for your team. Transferring this step of the sales process to a telemarketing firm gives your sales force time for in person meetings and direct contact with top decision makers.

Telemarketing is most successful when partnered with direct mail outs and other marketing programs. An effective campaign can:

- Reduce overall costs
- Boost sales and revenue
- Maximize return on investment

Telemarketing campaigns will also provide a magnitude of usable information such as identifying sales and marketing trends which can be used for future marketing campaigns.

Deciding to integrate telemarketing into your marketing plans can give you a jump start for business in the New Year.

Announcements!!

By Melissa Rich
(President)



Release of our free eBook!

We are pleased to announce that we have released our free eBook!

Each section includes a wide variety of articles.

We have had a phenomenal success getting our eBook out to those in the business that might need a refresher or just find the information helpful with everyday sales. We have experienced a multitude of downloads. Thanks for your continual

support of Rich Enterprises!

To download: Please visit our website www.richworldwide.com/ebook.php

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Year End Review

By: Cloren Royal
(staff)

The year has come to an end for the Happy Holiday Season! Let's find ways to either improve or maintain your current marketing initiatives that have been executed throughout the year.

Zero in on the number of clients that you have obtained through each promotional campaign throughout the year. The goal is to determine the effectiveness of each campaign overall and its' conversion rate. Calculate the cost per lead and weigh out the output to input ratio.

Evaluate your conversion rate. As an example, if you market to 100 customers and 10 of them become clients, this is a good base to have in the campaign that you are running. Let's face it, 1 sale out of every ten contacts can be an ideal number - depending on the type of campaign. We want to aim for a high conversion rate so that your program can be effective.

Create your budget for month to month or annually. It is important to create a graph of types of marketing for your promotion as well with related cost (ex: direct mail, publicity, faxing, etc). If you find that you have struggled certain weeks of the year, consider adding new listings and a new genre of people.

Some low cost ways to market can be done through SEO (Search Engine Optimization)--this marketing improves the volume of search to a website through a natural search. Develop an electronic mailing system (ex: an e-newsletter).

Boost your company profile at a tradeshow or conference. Attend meetings of professional groups and try to become actively involved in 3 or 4. With this exposure, you can also offer a free no obligation consultation.

Often times, implementing these low cost marketing strategies can bring the best results. Utilize them to their maximum potential. Upon reviewing your year-end summary of reports and tracking of all costs, find out what you can eliminate from your program and incorporate to save money and bring volume to your business.

Not all things have to break the bank. Bring your year-end holiday season to a very joyful one with these strategies!

About Our Company

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

email: customersupport@richworldwide.com
phone: (620) 443-5247
website: <http://richworldwide.com>

Join our mailing list!

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Special

Program special for new clients! Free set up; Free contact list (if based on standard factors) and Free scripting. Give us a call to get started!! (620)443-5247

December 31, 2008

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