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December 19 , 2006

**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.

Starting the New Year with new goals

By Tracy Rumsey
(staff)

As the New Year approaches, we need to jump-start our business marketing resolutions. Deciding what is going to be your successful game plan for 2007 can be quite a challenge. Here are some tips for a successful year of fulfilled resolutions:

1. Keep a Positive Focus. Do you want more clients? Do you want to grow your business? Your attitude is your most powerful marketing asset. Anticipating success is the first step to achieving it. Having a positive attitude doesn't cost you a penny and can earn you a fortune.

2. Write or Revise Your Marketing Plan. When was the

last time you took a look at your marketing plans? Does your marketing amount to a collection of marketing tactics without any underlying strategy holding it together? An alternative is to create a plan to succeed. Write a marketing plan based on a clear set of marketing principles and include distinct and measurable goals.

3. Define Your Marketing Strategies. Wanting to double your business and setting your revenue targets is a first step. The next is to define the specific strategies you will use to achieve these objectives.

4. Institute a Process for Improving Your Marketing. Allocate the time and resources to improve your firm's marketing, whether it's a question of training, coaching with experts, or simply reading up on specific marketing tactics.

5. Use Client-Centered Marketing. The best way to get attention is to focus on your clients' concerns. Establish ways to get constant feedback and input from prospects and clients. Use a client-centered approach in everything from your marketing message to ads to descriptions of products and services.

6. Follow Up and Stay Organized. Every person who visits your web site, calls you on the phone, orders a product or uses your services is a potential for a sale and then a repeat sale. Create a system for following up with people who have expressed interest, as well as those who have demonstrated a commitment by buying your products and using your services.

The keys to a successful business year include proper education or training, a clear goal, detailed research, a comprehensive business plan and follow-through.

Effective Use of Marketing Collateral

By JoAnn (staff)

This is a 3 part series

Every business should have a collection of marketing communications pieces to represent their products and services. These pieces might include brochures, data sheets with an overview of your product or service features and white papers of a technical nature showing why your products or services are useful to your industry.

Your marketing material should be effectively utilized as part of your organization's overall marketing strategy.

Proper Content You need to make sure you are using the proper content for your marketing collateral. Use materials that not only advertise your products and services, but also materials that will sell them.

Use information that presents the benefits that you offer to your consumers and clearly define why you are different from your competitor. Your potential consumer has a need, so emphasize and reinforce their need for your product or service.

Part 2 will focus on Design Elements of your marketing material.

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:
support@richworldwide.com
phone: (888) 443-5247
website:
<http://richworldwide.com>

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