



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

December 04, 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!

Melissa Rich
(President)



HOLIDAY HOURS: We will not be completing any telemarketing activities from December 20 through January 2. We will resume telemarketing efforts for our clients on January 3. Please note that our office will be open on a limited basis during the holiday break.

JANUARY CAMPAIGNS: The holidays are approaching fast and we have many new accounts starting up in January. Our capacity is limited, so contact us today if you plan to start a campaign during the month of January.

KNOW SOMEONE THAT NEEDS 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 feel free to forward it to them. They can certainly unsubscribe at any time if they are not interested.

Incorporating your website into sales campaigns

By Tracy
Rumsey(staff)



Using your website to add to your contact list

Most businesses today have developed an on-line presence or website to boost their sales. If you have a website, you need to ensure that your website is utilized as an essential tool to increase leads and then ultimately your revenues:

First-Determine the purpose of your marketing campaign. Are you using your site to encourage new leads or for brand awareness only? If your website is effective, it can increase conversions rates. Evaluate your website and determine how it can be utilized to convert visitors to leads. Consider how much information is available to site visitors and determine if new content should be added to increase conversion rates.

In addition, does your website obtain their email addresses for future marketing efforts? Email marketing costs just pennies per campaign compared to postal service mail costing well over a dollar per item. The benefits of email marketing range from increased sales and lead generation to stronger brand awareness and improved customer relationships.

Second-Plan your strategies. Will your website be used to bring in leads or will your website be used as a tool for those leads to learn more about your offerings? Understanding your goals will help you formulate a strategic plan. Provide your website address to your prospects to increase their awareness of your offerings.

Think long term. Long-term marketing strategies have higher tendencies to deliver long term results. Take the time to set long term realistic plans for current and future marketing.

Next-Determine a budget. Put together a realistic budget for long-term success in sales and lead generation. Businesses that develop a budget and sales plan before they start a marketing campaign are more successful than those that are not prepared. Your online website and online marketing should be specific and detailed.

Finally- prepare a website that will entice your visitor. Studies show you have approximately 6 seconds to convince a visitor to continue with your site. Your website can be a valuable tool to dissemination detail product information and increase demand for your offerings.

In order to maximize effectiveness, your website should have these features:

- Graphics-show satisfied clients using products or utilizing services.
- Content-Information should fit in one frame-scroll free websites are user friendly.
- Action phrases "Call now!" "Buy today!" "Contact us!"
- Site designs in HTML.
- Distribute the newsletter on a bi-weekly or monthly basis. Have links to your web site, where contacts can explore your company further and buy your product or services. Watch sales soar as you build brand awareness and relationships with your niche market.

Use permission-based marketing. Send newsletters to customers requesting your newsletter. Give people a way to unsubscribe to your newsletter if desired. Email marketing with newsletters represents an affordable marketing solution to small business and can incorporate long-term sales leads into future business contacts.

Start Planning for 2008

By Cloren
Royal(staff)

Setting Goals is Key to Success

Let's set your goals in business for 2008. Establishing goals will get you motivated and driven and ready to get started on the road to success. We must first give ourselves credit for what we have already achieved. After all, we aren't working for nothing. Everything you have accomplished today has been a success. Now, if you still want to "climb that ladder", we must take it step by step.

Begin by writing down all of the things that you would like to achieve by the end of 2008. Writing them down on paper creates your roadmap to success. Not only does writing set the process in motion, it makes you look at your goals more frequently. Write them down a minimum of three goals in

complete details. An example will be, "1 million dollars in sales by December, 2008," or "vacation in Tahiti for the entire family." These are just some examples to keep in front of you throughout the year.

Plan ahead for any necessary operating expenses. Determine the costs for all equipment and supplies for the year that are required for your business. You will need to have this mapped out in order to have a forecast of profit and loss. Before you predict your profit and loss margin, be sure to deduct your expenses of cost for any products and services rendered. You must determine what things (tangibles and intangibles) are going to be assets to your company and what will be a liability. Remove anything that is not going to be helpful and an asset to your business because it will only create problems and loss for the best possible success.

If financing is necessary, begin to determine potential sources for financing. Determine realistic figures that you will need to get off of the ground floor in 2008 and make sure everything is checked and balanced for the year in order to determine the proper financing that will be necessary for the year. Map out how you will stick to your budget and not overspend.

Follow a strategic plan that you have personally mapped out. Take it day by day, week by week and so on and so forth like clockwork. You must focus on all of your set goals for the year. Maintain a good momentum and consider this next year to be the best year in business of your life.

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.

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

email:

customersupport@richworldwide.com

phone: (620) 443-5247

website: <http://richworldwide.com>

Join our mailing list!

Make reservations for your 2008 sales campaign now!!!

Before you know it 2008 will be here! Call us now to book your sales campaign space to start your program early in January. Limited space is available. Give us a call to get started (620) 443-5247

December 31, 2007

[FORWARD EMAIL- If you would like to share the content of the newsletter with a colleague, please feel free to forward our newsletter](#)

This email was sent to melissa@richworldwide.com, by support@richworldwide.com [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

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