



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

February 10,
2009

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.

Desirable response times for leads/inquires

By Tracy
Rumsey(staff)



Thriving companies depend on new sales leads and prospects to ensure continual growth. With the sales process, you probably utilize several sources to acquire contacts for new business.

What is the proper business etiquette for response times to new leads and inquiries?

1. **Response by email:** Email response time should be within 24 business hours. This gives the business 2 days if the request happens to fall on the weekend. Any potential client that puts in a request for more information via email has an interest in your services and needs to be addressed quickly.

2. **Response by phone:** Proper follow-up phone time should be in 1-2 business days. Once again, if you have made contact with a prospective client and they have shown interest in your company or services, they may not be willing to wait. If they have a need, they will fulfill that need with a company - whether it is your company or your competitor.

3. **Response in person:** Setting up a follow-up in person meeting can vary.

If you made contact with the potential client on Monday, chances are you should stop by to meet with them in 2-3 business days - depending on your business and geographical factors. Once you have made the initial appointment, follow-up is the key to closing the sale. You want to keep your company information fresh on their mind.

The latest case study from MIT asked this question: When should companies call web generated leads for optimal contact and qualification?

The studies were performed for 3 years and in this time 6 companies were reviewed with 15,000 leads and 100,000 call attempts.

The results showed this: The day of the week was extremely important in regards to the qualification process. They found Wednesday and Thursdays to be the best days for follow-up. They also noted that Mondays were consistently poor days for reaching clients.

Another factor was time of day. The study showed the time of day to respond to leads was a major factor in success rates. Leads that were contacted during the noon hours were always shot down. They also noted the best times to call were 8:30 am and 4:00 pm.

The morning spot allows ample time for decision makers to get in the door and plan their day. The afternoon timeframe allowed for decision makers to deal with the meat of their business during business hours and talk with companies later in the afternoon.

The final thought would be a lead IS a lead - regardless of the source. We are not going to turn leads into sales unless we respond to them as quickly as possible. In our economic state, businesses should jump on leads as quickly or slowly as they come in.

Our policy at Rich Enterprises is ASAP. If you contact us via www.richworldwide.com on a Tuesday afternoon, you are likely to receive a response that afternoon or Wednesday at the latest. We respond to all leads to the maximum effectiveness and conversion rates.

Your business growth and development is contingent on your ability to follow up with new leads quickly and effectively.

Announcements!!

By: Melissa Rich
(President)

Canada Telemarketing

We have noticed an increase in business coming from the Canadian market. Rich Enterprises is going to focus on our Canadian client base.

If you are interested in services in the Canadian market-please contact us to get your program started: (620) 443-5247

3 reasons why telemarketing works

By: Cloren Royal
(staff)

Telemarketing is effective for a few reasons. It is a effective method to obtain direct sales leads. Telemarketing can also be a continuous way to ensure a full sales pipeline. This method may involve several individuals that work collectively to close deals (ex: the person that pitches the sale, the closer, and

the verifier) so that the burden of sales rests in the hands of several individuals).

Obtaining the sales leads is the key to making money. The leads can potentially be accomplished with telemarketing alone. This job is super important and without the proper etiquette and skills, it will not be effective.

All sales companies understand that leads brought in must be quality. With telemarketing, if quality and honesty are in place, you will have a satisfied listener that can be easily transferred into a buyer.

Telemarketing is continual direct marketing. The more outflow (in terms of effort and calls), the more inflow (leads, appointments, and sales) you will have. This method of marketing is performed daily. If there is a day with low call results, you will always have the next day and each business day ahead to make improvements.

This method of marketing is so strong that it hits buyers directly and results are often instantaneous. The more experienced your workforce becomes, the stronger your call results will be and you will steadily climb to higher plateaus.

Marketing on the phone can also be done in tiers. Often some individuals might feel that they are better performing in one area, but not in another. There are those that are superb at drawing in the interested buyers or getting leads. Then you will have others that are very strong at closing and finalizing the deals.

Finalizing can be handled by someone else other than the original caller because they may be more effective in this important area. There can also be final touches added in each call experience. You can consider adding a verification caller.

A verification caller will be the individual that will contact the buyer and certify that all things previously discussed are a true commitment and agreed to formally.

Using these aspects of marketing are guaranteed ways to get your telemarketing underway and yielding good results. Work on these tips to make each level of your marketing top-notch in the industry you are in.

Be creative and improve daily on your abilities to continue to have premium quality in your calls. These are some helpful tips to telemarketing success.

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>

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February 23, 2008

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