



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

February 19, 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)



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

Profiling Your Prospects

By Tracy
Rumsey(staff)



Successful sales marketers are profiling their prospects to learn more about their target to boost sales. What is your ideal prospect? How do you profile your prospects?

Here are a few tips for successful profiling.

1. **Evaluate** - Decide what you are seeking in an ideal prospect. Put together a game plan for the area/niche you are going to target.
2. **Mass mailings**- Send out postcards or letters to your target area or to a select few. By tracking results, it will provide you the additional information needed for profiling.
3. **Follow-up**-Follow-up all mailings with a phone call. If you receive a response, follow-up quickly as this is a hot lead. Always follow-up within 5-7 days of sending literature. Making phone calls will usually speed up the follow-up process compared to in person visits.
4. **Personal contact**- the end result in profiling would be an in person meeting. Once you have completed the groundwork and located the correct contacts, your work has just begun. Concentrate on your client's needs and how your product or service is the solution to their needs. You will want to insist upon an in person meeting to finalize your sale. Always keep customer focused.

Top producing salespeople believe that the profiling process is essential to success. If you are not taking the time to profile your prospective clients, chances are you are spending undue time on less than productive contacts and are not maximizing your sales potential.

Soft Selling

Cloren Royal
(staff)

What is soft selling? Soft Selling is a subtly persuasive, low-pressure method of selling or advertising. Low pressure is

important here. In the business of sales, addressing your customer's concerns are what is priority.

The sales pitch is not what is going to win you business. You have to get personal and really find out what your prospect wants and what questions or concerns you can address.

The soft sell is actually the time and moment that you are literally trying to build a relationship with your prospect. This is when you are as kind, warm and rich with your emotions and be completely understanding of the customer.

Remember, you are catering to their needs and "they" are who will keep you in business. When you develop that emotional connection with your customer, then it is easier to become more understanding of their issues and work them out.

Honestly selling is all about handling stalls and objections. Learning to conform to different types of thinkers in the sales business will give you a good foundation and help in quick response action and decision making. One of the best ways to address concerns and problems is to provide a solution or give a recommendation.

Objections should be anticipated and if you practice this, all of the hard-selling becomes unnecessary. You are building a bond from beginning to end; this is a trust factor.

In order to be successful in the soft sell, you need to be relaxed and confident about what you do. Ways to achieve this would be first to have product knowledge. When you know your product/service, you can answer any question. Learn how to communicate with different behaviors.

People think differently and you have to listen to their words. There are people that need to feel and see first such as buyers who are very analytical or expressive. Communication is most important, so be strong and confident. Also read your buyer and determine what mode they are in for buying.

Listen to key words and phrases and begin to put all of the pieces together. With all of the right components in your campaign, you will gain a true advantage in the industry.

3 Quick tips of the trade

By Donna
Larsen (staff)

Learning To Listen

When having a conversation with a client, everyone knows that you must listen and pay attention. But one must stop and ask themselves if they are really listening or simply thinking about their next response or rebuttal should be.

If you are simply casually listening, it may be missing out on a lot of important information and key details that might help seal

the deal with a client. Here are a couple of simple and useful tips that can help you understand how to truly listen to the conversation to get the most of it. Always remember the listening is your best tool!

Be an unbiased listener! By this I simply mean, keep an open mind when listening to the client. Do not make assumptions or judge someone until you hear them out completely. Stay neutral.

Do not interrupt! Aside from the fact that interrupting someone is extremely rude, you will also risk interrupting someone at a key point in the conversation. You may therefore be missing out on important information that you may never again have the chance to hear.

Listen closely! Listen very close and always be extremely attentive. Hear the hidden messages behind what a client might say, listen to their tone and feel out their overall concerns and openness to your services/products. One can learn all of this by simply listening carefully.

By using these three extremely simple tips, you will be able to master the art of listening and utilize every bit of possible information from a conversation. It is also a good idea to take notes while listening, so that you can later review the conversation and refresh your memory. By attentively listening, you will find your success rate increase substantially.

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**](#)

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