



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

January 13,
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.

Announcements!

Melissa Rich
(President)



Happy New Year!!

Now is the time to jump start your marketing plans for 2009. Please do not hesitate to contact me if you need help formulating your plans.

To get started call (620) 443-5247.

Monitoring / Supervising remote sales reps



Businesses are thinking of more ways to cut costs and boost their bottom line. One large factor in cutting overhead might be to allow sales staff to work remote.

This would be an instant cost reduction and be a selling point for premier talent who like the independence of working unsupervised.

How do you monitor remote sales reps?

1. Daily interaction. Require some type of daily interaction. Whether it is email correspondence or daily calls via phone, communication is key to a successful remote team.

Mandatory meetings are necessary to boost morale and keep the momentum going. If you don't require some type of daily involvement with your staff, you will not be able to track productivity.

2. Reports. Require daily reporting from your sales staff. Rich Enterprises uses ACT software that requires special reporting called an all calls report. This gives a detailed report for each and every call made on any given day.

This will give the company inside information on all calls made. Weekly reports can give you a better idea of how productive this staff is being. Are they on mark? Are they making calls? Or sitting in their PJs watching soap operas and telling you the calls are getting made?

You will be able to track all sales progress by detailed reporting. Not all sales reps are capable of working from home. Remote workers are a rare commodity. It requires major discipline and a dedication for success.

Read the reports for the numbers, but play close attention to quality. Review reports for quality information and study trends. If they are encountering the same rebuttals or set backs, additional coaching may be needed.

3. Accountability. Accountability is imperative for success and you will be rewarded with your efforts by setting up processes to monitor performance with daily contact and production reports. Sales reps should be held accountable for their results (or lack thereof).

4. Security. Security is an important point when using remote sales staff. If you are using an online program that requires user access, you will want to provide the minimal availability for staff access. Leaving your system wide open will allow others that have no needs with your information to use for their unauthorized gain.

5. Policies. Set clear company policies for staff in terms of software programs, servers and phone systems/voice mail they can access. Some companies have found the authentication system is a stronger system rather than relying on passwords alone.

The management of remote staff or telecommuters, is a long-standing challenge for businesses but be extremely rewarding if managed correctly.

One way to guarantee success with remote staff is to choose those members that have a proven track record of working from home. Once again, remote staff is a rare and special group of people that have the skills, desire and dedication to work from the home office.

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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Establishing goals for a program

By: Cloren Royal
(staff)

Before beginning a campaign, determine goals that need to be accomplished. Every campaign has a different result; therefore, decide if you are trying to get immediate sales, leads, appointments, etc. The best way to go about this is by setting leads.

Test the campaign to find out if this goal is set below the standard or above, or even if this is a very realistic outcome. In your endeavors, consider utilizing a larger group in order to reach your goals. Your efforts and outcomes will certainly increase as a whole if collectively a larger group is actually working on the goal and this catapult the results.

Establish a time frame while setting your goal and be a bit flexible. Always mark mid-way points and review all details to determine if this is effective or if

changes need to be made before continuing your program.

Sometimes the goals set in place for obtaining leads can be higher than those that are set out to make appointments. While setting your goal, take into account all factors involved. Take into account the quality of leads, the industries that you are calling, and your presentation.

Remember times of day are important and for B2B campaigns, often finding out the correct names for your contact and even their profits can help narrow your target market down to a smaller group.

Not all campaigns will not have the same call results based on the factors listed here. Aim high and don't get discouraged in your dials, just simply make changes where needed.

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!

** Special Free Consultation **

Program special for new clients! Free Consultation on the best direction to go with your new marketing program. Give us a call to get started!! (620)443-5247

January 26, 2008

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