



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

January 08, 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 feel free to forward it to them. They can certainly unsubscribe at any time if they are not interested.

Weathering the Storm

By Tracy
Rumsey(staff)



How to handle the ups and downs or "stormy seasons" in business

Every business has ups and downs in sales. Here are tips on what you can do for your business to keep you occupied and productive during this unpredictable time:

1. Send a letter to your potential clients reminding them you are available to them when they are ready to do business - just a reminder of your services or products offered. Make certain to personalize the letter for each contact.
2. Clean your office. Go through all papers and magazines. File all your papers and update all records. Reorganize your desk.
3. Take a vacation or a weekend retreat. Encourage staff to take family time during the slower seasons.
4. Get ready for tax season. Use this time to prepare your tax files to be better organized during tax season.
5. Do your accounting. Enter all revenue and expenses into your record keeping system. Balance your books.
6. Become goal-oriented. Take this down-time to look at your current goals. Create an updated marketing plan and budget. Where do you want to be this time next year? Decide to include a cash reserve in your budget to cover expenses during slow business times.
7. Take a class or go to a seminar. Update your industry and business skills. Use your quiet time to read, study and add to your specialty knowledge.

Slow business times can be used productively to prepare you and your business for the next burst of business coming your way. Renew your business and create a firm foundation for the

busy days ahead.

Blog

By Melissa Rich
(President)



Wow! 2008 is already off to great start and we are only one week into 2008. As you know, we were not completing any marketing activities from December 20 through January 3, so we used much of that time to gear up for new campaigns - many of which have already begun or are scheduled to start in the next week or two.

Now is the time to implement your strategies for 2008 growth plans. Most companies wish to increase their sales, revenues, and profits. Telemarketing can be a vital tool to increase your customer base. If you have any questions regarding how we can help, please do not hesitate to contact me at any time.

We look forward to helping our customers achieve their 2008 sales goals!

New Beginnings with old prospects

Cloren Royal
(staff)

Revitalizing old prospects for new sales

In each new year that our business starts fresh again, we must pull out all possible prospects that are sitting in the wings of our files from the previous year and recap all notes and details that we have referenced.

Understand that every business transaction has a different time to flourish into a sale/deal. When you refer back to a prospect's notes and details, keep in mind the information taken at the time and determine what their needs and future goals were. Was your prospect indicating that 2008 would be the time they would be ready for services such as what you are providing?

Review notes relating to budgets for each contact. Of course you will have some prospects that did not have the budget in 2007 for your products or services; however, it may have been projected that 2008 budgets would allow them to begin the process and start services with your organization.

It is important when referencing your prospects and taking information, that you are very specific because the timing is important. An example of this would be: In winter of 2007, your client indicates that they may be ready to business with you again in March of 2008. You must be ready to conduct business in March 2008 due to facts stating your prospect is now in the market.

If you have this type of situation, there is a great chance that if you contact this prospect in April or May that they have already

found another company to do business with. In turn, if you contact this prospect in January or February, you may get brushed off to the side and not really placed on the top of the priority list of things to do at that time.

Each and every old contact can be a potential sale. It is timing that is key. So much information is gathered over time; therefore, very specific information is necessary to obtain as you associate with all of your clientèle.

Most of our clients become old contacts in our files and that is why with the right notes provided under each one, we will be able to organize our new year of 2008 to know which month we should start with and specifically for which contact.

You should establish goals regarding conversation rates (contacts to sales ratios). Organize your 2008 on a per-month basis and revitalize them as each month comes. Pull out all of your 2007 contacts and read details and descriptions to determine whether this or that particular call back must be done in January, February, or March and so on and so forth.

Once this is all in place and sorted out by month, then begin your marketing campaign again. Additionally, you have once again stamped your name and your company's name on their calendar of "Things To Do In 2008."

3 Quick Tips Of the Trades

By Donna
Larsen (staff)

Perfecting Your Email Signature

Every time you have any type of email correspondence with your client, you should always include an email signature at the end of the letter. This signature simply states your name, the company name, along with a few other useful tidbits. Today I will go over what things to always remember to include in your signature and help make your emails more professional.

General Company Information Every signature should contain the obvious, your name and the name of the company. However, don't forget that it is essential to put down your company's contact information as well, your company's phone (don't forget to put your extension number if you have one), fax number, email address, etc.

Graphics And Logos If your company has any type logo or graphics used to distinguish the company, make sure to put that graphic in your signature. Graphics and logos help clients to visually identify the company.

Slogans And Catch Phrases Also, if your company has a slogan or catch phrase, be sure to put that at the very bottom of your email signature. A catch phrase or slogan is like graphics or logos, as it is a way for clients to visually identify and

remember the company.

These three tips are very simple, but they can have a big effect on the professionalism of your emails. It is very helpful to remember you can always save your email signature to your computer so you can just go back and copy and paste your signature or just open it up in the email (depending on your browser) each time so that you do not have to retype every time you write an email.

Some email browsers even have a setting so that every new email you compose will automatically have your signature on the email. Use these tips and I'm sure your email signature will prove to be top notch!

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

Join our mailing list!

email:
customersupport@richworldwide.com
phone: (620) 443-5247
website: <http://richworldwide.com>

Call
now!!!!!!!

Give us a call to set up your free consultation to help plan your 2008 marketing campaign. Give us a call to get started (620) 443-5247

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