



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

July 10, 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)



We are pleased to announce that we have received very favorable feedback to our newsletter articles. We have decided to assemble past articles into an e-book that can be downloaded at no charge through our website. We will have the e-book completed within the next week.

Newsletter topics - If you have suggestions for newsletter topics, please don't hesitate to contact me. We greatly value your input and feedback!

KNOW SOMEONE THAT COULD USE OR BENEFIT

FROM 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.

Top Ten Best Telemarketing Practices

By Tracy
Rumsey(staff)



Every telemarketing company will have a list of the top business practices that work for them. Here are a few that make our list:

- 1. Continual Training:** Keeping your techniques new and fresh will help even the most seasoned sales marketer. Provide information to staff as your industry or presentation evolves over time.
- 2. Feedback:** Provide constant feedback to your staff. This is not only feedback of the job being done, but also performance versus expectations.
- 3. Communication:** Have an open door policy. Make sure staff and clients know your door is always open and you are available to listen to their thoughts and concerns. Communicate sales objectives frequently so your staff knows what is expected of them.
- 4. Rewards and recognition/Incentives:** Offer prizes for best sales person or most improved. The rewards can be gift cards, movie passes or cash. With today's economy, gas/fuel cards are quite the reward and can assist with vacations or personal time off.
- 5. Motivation:** Locate a well-respected motivational book to encourage your team on a daily basis and provide this information to staff as a good tip for the day. Allow top sales staff for the week to create their own tips to share with others, giving them recognition.
- 6. Post Pictures:** Show photos of the Superstar of the week in a designated area for all staff to see. This might be a wall of fame or a feature in your company's newsletter. All sales people are success driven and like their time in the limelight.
- 7. Share best practices:** Discuss sales tips that can assist all team members. We all need help with tips that work for us in our daily calling.
- 8. Customer service:** Stress to your staff the old adage the customer is always right. We are in a service driven world and need to focus on individual attention and good old fashion customer service.

9. **Matched abilities:** Take the time to match your talent with the correct account. Sometimes you will find that one marketer is more suited for a difference aspect of the telemarketing process. They could be better suited for lead generation compared to outside sales or appointment setting. Take the time to get to know your staff and determine what works best for them to better benefit you and your business.

10. **Comply with all rules and regulations:** No matter what type of telemarketing you are doing, we all have rules that we have to comply with. Make sure you are up to date on all new do not call regulations or any other restrictions that have been put on the telemarketing industry.

Ensure your staff understands how their performance impacts your department, your company and its customers. Take the time to set up your top ten best practices to guarantee long-term success for your business and staff.

Introducing our new addition!!

By Melissa Rich
(President)

New Business Development

We are proud to welcome our new staff member Karie Kelly. She has come to us with noted experience in the New Business Development field. She is doing outstanding work for us at Rich Enterprises and we have big plans for her.

Karie might be contacting with you in the next couple of weeks to introduce herself and get your program started. Karie is a real asset to our team and we are excited to have her here!

Please contact her to talk about your custom program. (888) 443-5247 Ext 8519.

Broad Target market with a Specialty Niche

Cloren Royal
(staff)

In your business, begin to focus on your target market and then develop a special niche within that market. For example, if you are marketing insurance, determine what aspect of the industry you are offering and how to appeal to clients and then adapt your presentation and offering to suit that particular market.

In your market there may be many types of services and products in your industry that you would like to sell to customers. If you focus on that specialty area, this will enable you as a provider to offer the best service and you will have a full understanding of that specific industry.

After this has been determined, it is time to direct your attention to outlining your plan to obtain your goals. **First**, identify your potential customers. Your customers will either be individuals or businesses. With individuals, determine the best way to market and find out what the consumers need most. In dealing with businesses, there is more room to work with

because often, they are working with larger budgets.

Next, Complete market research. Find out what your competitors are offering and how can you make yours better. Know what advantages your business possesses that your competitor does not. Part of your market research can include demographics and geographical information that could be very important to your special niche.

Finally, Do some homework and learn specifics about that industry. Read industry books and magazines. Research through the internet about your industry and your special niche. Some good basic essential tools would be "How to Market Your Business." Find books about demographics, incomes, types of jobs in the area and what needs can be met in certain locations.

Once you are comfortable and content with your new business niche, start compiling all of the tools needed to make this specialty into what you could one day call, "the best in the business."

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!

**\$200 off any
new 4 week
program**

This special is good for the first forty hours only and program must be scheduled to start by July 22, 2008. Contact Melissa Rich to get started (620) 443-5247

Offer Expires July 22, 2008

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