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July 19, 2006

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.

Privacy Issues in the B2B world

By Tracy Rumsey
(staff)

As the trend for outsourcing marketing activities continues, there have been increasing demands and concerns for privacy and related control since the traditional approach of transmission of private information is not applicable. Companies will have to go to extra lengths to make sure the information transferred to main databases is kept confidential.

As awareness of privacy builds, any company that doesn't treat privacy as a core issue will find itself at a disadvantage in the B2B marketplace. Companies often provide their private list to the marketing company but must make certain that their information is treated with the strictest of confidences. Successful businesses will investigate all issues in becoming privacy compliant and will comply with the necessary legal regulations.

Top 5 Common Objections of Cold Calling

By JoAnn (staff)

Part 1 of 5

This article is part 1 of 5. Each article will feature a common objection that is encountered when cold calling and will describe a few methods to overcome that objection.

It is quite common to hear that companies provide their own products or services in-house or at least have someone in-house that manages certain services due to lack of proper staffing.

In order to overcome this common objection, companies need to be convinced it will be more cost effective and efficient for them to outsource.

Some companies are aware of the fact that they want or need the service, but budgeting is playing a major role in their decision not to seek professional help. Companies in this position rarely want to take the time to meet with anyone assuming the service is not affordable. To get your foot in the door and secure the meeting, you will likely need to provide a price range for service. Once they believe the service is within their budget they will actually be more than willing to speak further.

Other companies have the budget and a capable staff, so believe it must be best to handle the services in-house. These companies need to see how they can better utilize their current staff and how they can save time and resources by allowing you to work with their current staff. Show them that their services are in good hands by presenting your experience, knowledge and expertise in their industry. Provide samples of clients in their industry that currently utilize your services. If they can relate with your other clients, they will be more willing to at least consider outsourcing.

Helping potential clients see the added value of outsourcing services is all up to you.

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.

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

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