



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

July 24, 2007

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!!!!

By Melissa
Rich
(President)



We have sure have been busy with over the past few months making improvements, and we have a few updates for you:

Newsletter surveys were sent to all newsletter subscribers about 7 days ago. In an effort to improve the newsletter, we asked for your feedback. We have received many responses and are grateful for the constructive criticism and compliments that we received. We hope to implement improvements based on that feedback within the next 30 days. If you have not

already done so, please take a few minutes to complete our survey so

that we can better serve your needs

<http://survey.constantcontact.com/survey/a07e24oclj6f432r4xs/start>

Newsletter Graphics have been modified for two reasons. Recent surveys results indicated that you wanted to see brighter colors and we also wanted to provide consistency in appearance between our newsletter and website. We hope that enjoy the new look!

Website improvements were completed about three weeks ago. Site improvements are primarily aesthetic and provide a fresh modern look.

Archived newsletters on the web - We have added all previous newsletters and related content to our website since we were getting quite a few requests seeking previous articles. Newsletter archives can be viewed at www.richworldwide.com/newsletters.htm.

Download Center should be complete within the next two weeks. This new page will provide a central location for all sales materials and will provide easier access to our materials. Please watch upcoming newsletters for more updates.

Please do not hesitate to contact us if you have any suggestions regarding how we can improve our services, website, or newsletter.

Quick Tips for Enhancing Your Sales Success

By Tracy
Rumsey(staff)

Nothing is of greater importance to any business than the selling of its products or services. When it comes to sales practices, people have many different ideas on how things should be handled. Determining which practice works best for you and your industry can enhance your revenues and closing rates. Adjust your techniques with stellar sales tactics to enhance success. Here are helpful tips:

1. **Never accept "No"**. Customers are always right and are in a habit of saying no. Stay calm and approach them with from different perspective. Provide documentation regarding your product or service. If you still are unsuccessful, contact them in some time to consider think about your product or service. You may be surprised to see how many prospects can be converted to sales with persistence.
2. **Do your Homework**. Be original in your presentation. The best business strategy is one that is carefully thought out by research, developing a strong sense of need, and understanding your advantages over competitors Providing information regarding your uniqueness will attract customers and allow you to increase your market for your business.
3. **Believe**. Believe in yourself and your product/service and it will have a positive impact on your target. If you do not have confidence, neither will the client. Confidence is extremely important in sales.
4. **Goals**. Set high goals for yourself and try to reach those goals. If you do not have high expectations in the sales world, you may be

limited your success.

5. **A sense of humor.** Business does not have to be boring and drab. A sense of humor may help you develop that rapport with your prospects.

6. **Fresh customer base.** Find ways to market to an area that is not already populated by your competition. Look for new sales territories that have not been invaded by other sales teams or customize your offerings to cater to niche markets.

Being a successful salesperson will provide you with greater success. Finding the tools and tricks that work for you will benefit for years to come.

Many sales professionals try a new sales approach only once or twice before rejecting it and deciding it will not work for them. True professionals diligently practice sales concepts until they execute them with ease. This approach sets top sales producers apart and will be seen in extraordinary sales successes.

New to our Rich Worldwide newsletter!!!

by Melissa
Rich
(President)



Question and Answer section

This question and answer section is designed to provide brief answers to frequently asked questions relating to B2B Telemarketing and marketing questions in general. Please email your questions to melissa@richworldwide.com and we will answer your questions in upcoming newsletters.

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.richerm.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: (888) 443-5247
website: <http://richworldwide.com>

Join our mailing list!

Back to school Special!!!

As summer comes to a close, we are busy preparing for new autumn campaigns. So that we can prepare for your account, please complete our New Client Questionnaire today to get your program started.
<http://www.richworldwide.com/downloads/questionnaire.pdf>

August 6, 2007

[FORWARD EMAIL- If you would like to share the content of the newsletter with a colleague, please feel free to forward our newsletter](#)

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