



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

June 24, 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 several weeks.

**Newsletter topic** - 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.

## Is a qualified lead ever dead?

By Tracy  
Rumsey(staff)



Determining whether a lead is qualified can be a lengthy process. Is a qualified lead ever dead? Once you have gone through the entire sales process, you will want to recycle all previously qualified leads since they are qualified and not ones you will want to lose.

You can determine a lead is solid but will not be available to purchase for 6 months.

Take the time to take lengthy notes reminding yourself that this particular client will not be available for X months or September of next year, what ever that number happens to be. Make detailed notes with important details such as yearly and budget cycles.

Before you make the next connection with your prospective client, determine what caused them to defer buying. Understanding the delay today may help you convert the lead to a sale in the future. Here are a few suggestions on things to consider:

**1. Determine the reason.** Probe for more information as to the 3 Ws. **Who** is preventing them from buying now, **what** is the true reason they are unable to buy and **when** will they be available to do so. Is this in 6 weeks, 6 months or next year during the budget cycle? Research the company you are targeting.

Review press releases, reports, or articles on the company you are interested in doing business with. Visit their website to see if they have recent events that might effect you and your business.

For example, if their site indicates that they just hired a new marketing director and the marketing director could be a contact for you, this may indicate they are apt to try new services or products, What solutions can you offer this company to make their business better? Determine their needs and show them you are essential to their success.

**2. Take the market by storm.** Determine what you can do to ensure the growth of a prospective customers business. Offer services and products that are not being offered or are being offered but your business has the exclusive on one particular aspect.

Offer specialty services in addition to your offerings. It could be a free webinar or a specialty service plan not offered by any other company.

**3. Sell yourself.** Market your sales skills. All top salesmen need to share their success. Do not hesitate to brag a little. Share how your businesses products and services have helped other companies in their similar niche.

Don't be afraid to toot your horn. Sometimes revealing past results can give future clients needed information to make an informed decision sooner than later.

Sometimes we spend too much time chasing prospective clients that simply don't qualify as possible sales. This should be detected during the initial qualifying process. Having a prospective client say no might be disappointing but will allow you to move on to more qualified prospects.

## 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.

## 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](http://www.richworldwide.com). In 2004, Rich Enterprises, Inc. also established [www.richcrm.com](http://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](mailto:customersupport@richworldwide.com)  
phone: (620) 443-5247  
website: <http://richworldwide.com>

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**\$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 7, 2008. Contact Melissa Rich to get started (620) 443-5247

Offer Expires July 7, 2008

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