



*Lead generation Appointment Setting Tele
Telemarketing Inside Sales Cold ca*

March 04, 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 free to forward it to them. They can certainly unsubscribe at any time if they are not interested.

Offering webinars to educate prospects

By Tracy
Rumsey (staff)



In this technical decade, a large percentage of business is done via the World Wide Web. How can we go about educating potential prospects in this modern day society? Why not think about Webinars? What exactly is a Webinar?

A webinar is a "web seminar". It allows people to connect online to view a live presentation, which includes audio and video. One advantage of a webinar is convenience. Anyone can attend a webinar. You can attend a webinar straight from your desk at work or from your living room at home.

Another great advantage of the webinar is cost. Seminars can cost thousands of dollars whereas webinars can be hosted for around \$100 depending on which provider you choose. This allows the attendees to participate in the webinar for little or no fee.

How do you begin a Webinar?

1. **Choose a webinar provider.** Providers such as [Webex](#) or [GoToWebinar](#) can be a good place to start. They both offer service plans to fit any budget and can accommodate as many as 1,000 attendees.
2. **Set up a webinar on line.** Decide on a date and time for the webinar. Send out an email to all possible attendees and provide a link for easy registration.
3. **Choose your topic.** What information do you want to share with your prospect? This is an ideal time to educate your prospects on the services and products you offer. A webinar is similar to a presentation. You will need to put together all of the information that you would present to a live audience.
4. **At the end of the webinar, ask for feedback.** What did the attendees like and dislike about the presentation? What topics could you present next time to accommodate their needs?

Webinars are a great way to inform and educate prospects. They are generally cheaper and easier to put together than regular seminars and have the potential to reach a larger audience.

Keeping your prospects informed, connected and educated is one of the most important things a company or organization can do. Offering a webinar can be an inexpensive way to educate your prospects.

3 Quick tips of the trade

By Donna
Larsen (staff)

Modifying your approach to fit your market

Every sales profession has a general script for approaching a potential client. Often this script is very generic and lacks depth and is simply used as a starter conversation to get your foot in

the door. This article will provide a few quick and simple tips to really up the ante and help you modify your general script to fit each individual client's market.

Use their lingo! One sure fire way to modify your approach is to use the buzzwords and terms that are specific to each client's market. By doing this you will also be showing that you are familiar with their industry and have a firm grasp on their type of market.

Share past similar experiences If you have dealt with a client that was in the same industry in the past, then let the client know. By giving the client examples from the same market, you are reassuring them that you completely understand that particular industry and you know what you are doing.

Discuss specific industry needs Go into details about how you can help fill their industry needs. Be very specific. By doing this you are demonstrating that you are willing to help them achieve their over all goals.

By using these three simple steps you will still be able to use your general script, without having to type out a new one for each client. It is a good idea to jot down a few notes about your client and their market before calling them that way you will have it in front of you when talking to them.

In those notes you might also want to include some of their market's terms as I had discussed in tip one. As you can see, it is very easy to modify your approach and if you stick with these three tips, I am confident you will have no problem!

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!

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

✉ **SafeUnsubscribe®**
This email was sent to melissa@richworldwide.com by support@richworldwide.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Rich Enterprises, Inc. | 2961 Road H | Americus | KS | 66835