



Rich Enterprises, Inc.

Where our business is growing your business

May 01, 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.

Top 5 Sales Mistakes

By Tracy
Rumsey
(staff)



Every sales person makes mistakes from time to time. Here are my top five and how to prepare yourself from having this happen to you.

- 1. Not being prepared.** Do your homework before making sales calls. Know your product or service inside and out. Be prepared to answer questions. Knowing what you are going to say and how you are going to respond to questions, will keep you one step ahead of the game.
- 2. Being too aggressive.** Establish a rapport with your customers before going straight to the sale. Take the time to find out exactly what your clients are in the market for and work with them to get what they want. Building a relationship along the way might not guarantee success the first time, but will give you the sale in the end.
- 3. Not listening.** Listening to your clients has to be one of the biggest mistakes of sales people. Customers have their own needs in mind and are looking for fulfillment. Ask questions

Listen to their views on products. Don't be a conversation hog. A better sales person is one who knows their customers, knows their product or service and knows when it is best to listen instead of talk.

4. Dismissing a prospect. Just because the customer is not interested right now does not mean they will not be an active prospect in 2 months. Ask questions. When does your budget year begin? When is your current contract up for review? Do you have any issues that need to be resolved in the future and when do you project this to happen? Don't waste your sales call. Keep all information collected on file for future use and schedule periodical callbacks to keep in touch.

5. Not looking for new clients. When sales are going well, we have a tendency to forget to seek out new clients. In order for your business to continue to boom, you will need to continue to prospect for new business. Find new and exciting ways to bring business to you.

The final thought for top mistakes would be- always be prepared. A sales person that takes the time to know their product, service and their customers will always be a success compared to one that uses strong arm tactics.

Processing Feedback

By Cloren
Royal (staff)

Consider this, when you are telling a prospect about your products or services ideally you would like for your listener to be attentive. Of course, you do not want your listener to hear only some of what you are stating, you want them to hear everything you are stating. This is an important trait of a good sales person and is key when you receive feedback from your prospect.

In the midst of your conversation, stay in tune when you are listening. It is a bit difficult at times to restrain yourself from getting excited just from having feedback from your efforts, and you want to get to the main point and goal here. But it is necessary that you understand exactly what your prospect needs from you. . There are always exceptions and each candidate has different objectives and goals for their business needs. You must be able to process the information that is given to you and in turn you will know exactly what to say, do and provide for your prospect.

Although you may have spoken to your prospect in the recent past, listening and processing of the feedback is in essence a first impression of how your business operates. Of course all businesses want to make a great first impression of their capabilities and services, so let's begin with making sure that you have processed and listened to your prospects wants. What is their "number" that they are trying to reach? When does this goal need to be completed? Did they mention whether or not they have or have not done any of this themselves? Is there a partner or anyone else that needs to be involved in the decision making

process before we proceed?

Rich Enterprises will obtain as much information as possible regarding your prospects wants and needs in order to give you some direction to go in with your contact. This should assure you that you would have some direction to take rather than having no knowledge of your client's requirements and goals.

After you have determined what your prospects goals are, you must use the information that you now possess. A good start would be to go to your prospects website and do some research. You may find out many answers to questions that may be beneficial prior to proceeding with any further dealings with your prospect.

All of your prospects feedback is what you will use in order to determine what exactly they got out of your efforts. For example: Did your advertisement, voice mail, or call convey the idea in your mind that you were hoping for? If you are a web designing company, is your prospect aware that you also provide marketing as well. If your company is a utility company, is your prospect aware that you provide not only electric, but also gas and water?

Make sure that all things important are known. Your prospect may say, "Oh, okay, I may need that service as well." Now, you have direction and perhaps a broader span of business to do with your prospect.

Once all has been established as far as contacts needs and goals, begin working on your plan. Once you have in your hands all of the tools, your sales presentation will be much more effective. Be diligent, prompt and thorough with regard to each project. This is your business and you should take each tidbit of the prospect's feedback as another piece of the puzzle to solving their needs. By applying the above tips you can convert prospects to projects.

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.

This weeks question:

Where do you draw the fine line between being a pesky salesman, and being a persistent dedicated counselor? Is it to offer a different benefit each time you call? Or to ask a different question about their business, so as to get them talking, or all the

above?

Answer:

We recommend follow up calls to prospects twice per week at maximum. Those leads that seem "hot" should be contacted up to twice per week and those that are "warm" should probably be contacted once each week. To increase your effectiveness, you may want to try different contact methods (such as e-mail or mail) instead of just phoning. With our prospects I prefer to e-mail them once each week and then phone them once per week.

Once you are close to closing, I would recommend contact twice per week unless you are directed otherwise by the prospect. Thanks for your question!

Submit your questions for Melissa to answer and then look for her response in upcoming issues.

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

email:
customersupport@richworldwide.com
phone: (888) 443-5247
website: <http://richworldwide.com>

Join our mailing list!

*******Marketing Special*******

Free sample contact list!
(coupon is not necessary-
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sample contact lists w/all
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Offer Expires: May 15, 2007

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