

# Rich Enterprises, Inc.

Where our business is growing your business

May 15, 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.

## Importance of a client questionnaire

By Tracy  
Rumsey  
(staff)



When you choose a marketing firm to provide services to you, they might request you complete a client questionnaire. This information will give companies an in depth understanding of your product or service.

General questions that might be on the questionnaire include:

1. **What is your business?** This should give a complete understanding of the service or product a company has to offer.
2. **How long have you been in business?** With this question, Companies will learn how and when the business got started. This will give a company better understanding of expertise in this field.
3. **What are your company goals for the next year, 5 years and 10 years?** Give thoughts as to what direction you intend to take your business in the next several years.
4. **Who are your competitors?** Knowing whom you are

competing with will assist you in preparing a better campaign.

5. **Who is your ideal customer?** This question will help you direct all marketing efforts toward the correct clientèle.

Taking the time to answer the client questionnaire in detail will give you greater success with the marketing program you choose and increase long term goals to make you tops in business.

When a future client requests information from us at Rich Enterprises, we have a complete new client questionnaire ready to be filled out by each and every perspective client. Our questionnaire is used to inform us of your business products and services. It also asks questions that can assist in development of your program. We take the time to review your questionnaire, company information and website to make us better informed about you.

Our program is unique in its field because we take extra time to ask the pertinent questions to develop training and scripting packages that are solely for your business. We don't have a one size fits all business program. We customize each and every one of our sales programs to fit your needs.

Give us a call to get your program started: (620) 443-5247 or [www.richworldwide.com](http://www.richworldwide.com)

## Rejection Is Simply Part of Sales

By Cloren  
Royal (staff)

All business sales people experience rejection. There is a point that someone will actually NOT be interested in your service/product. You must learn to accept this. There are some ways to turn rejection into something more. Yet, sometimes no means no. You cannot avoid the inevitable in the sales field. You must be prepared with rebuttals. Use your rebuttals and try making them for as many scenarios as possible. After you have experienced many different objections and rebuttals, you will begin to find what sales strategy works best and which ones do not.

Dealing with rejection is a part of your job. First, do not take it personally. You must understand that this is strictly business and is about whether your services suit their needs. It is not about you personally. It is just a challenge to keep on moving to your next prospect. You will encounter people that are abrupt, short and cold; however, remain upbeat at all times because it will keep you motivated and driven to your goal.

There is always someone else interested. So always be courteous. Everyone is in a different state of mind at times and you cannot be sure what may be happening presently with each individual. That person may have had a bad experience with a sales deal or a bad day, or just is not a friendly person. But do not let this stop you. Keep going!

You can also vary your methods of communication. Sometimes sales people are borderline from becoming a pest rather than persistent. If you feel that you have reached the brink of this, try using direct mail, email, on site visits, and telephone if you have not. You must listen to their rejections and objections.

Remember to understand why they do not want to buy so that

you can develop an even better strategy to avoid certain objections. Sometimes you may try giving data that might impress your prospect (examples include statistics and references).

All sales people experience rejection. After many tries at selling, eventually you will begin to feel less emotional about rejection once you have used your best responses. Realize, "Okay, I will make progress with the next person." We know that rejection could even be a painful experience, but of course with no pain, there is no gain.

Patience and perseverance are key, so don't give up. You will get there and close those sales!

## 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](mailto:melissa@richworldwide.com) and we will answer your questions in upcoming newsletters.

#### **This weeks question:**

We are hosting a seminar in September. Can you contact our current and

prospective client to invite them?

#### **Answer:**

We specialize in outbound calls and have contact prospects for upcoming seminars, webinars, and special events. We will need to work closely with you to develop the approach and the contact list. We can add seminar registration to your current program and can complete seminar registration on a project basis.

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

#### Join our mailing list!

 

\*\*\*\*\*Marketing  
Special\*\*\*\*\*

Free list preview! Fill out the client questionnaire to start your new program and we will give you a free list preview.

Offer Expires: May 29, 2007

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