



Rich Enterprises, Inc.

Where our business is growing your business

May 29, 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.

Your website

By Tracy
Rumsey
(staff)



Make it user friendly

If your business is to succeed in today's challenging market, a website is certainly a valuable tool. A website is a business presence on the Internet. For many business owners, building a site can become overwhelming with design, pricing, hosting, and other technical issues.

Take time to decide what you need in a site before putting one together. Ask yourself these questions:

1. What do you want your site to do for you?

- Sell products or services
- Provide information on your business

2. Who will build your site?

- Are you website savvy and able to handle all that is needed in site building? There are many programs out

there for the do it yourself business owner with templates and easy site builder software programs to assist with all levels of expertise on site building.

- Would you be better suited to hire an outside design firm that is efficient in all areas such as templates, script programming as well as html?

Now that you have decided the primary goals, the main factor for a site is going to be how can you get more visitors to your site. Businesses will not succeed with a site that people do not wish to visit. What can you do to strengthen traffic? Creating a site that is user friendly will encourage return traffic to your site.

3. How do you want your site to be structured? Decide the content on each page. A site that is well laid out will not have all of the content on one page. Break it up into multiple sections.

- Home Page
- Content
- Products and Services
- FAQs
- About us
- Newsletters

Next newsletter: Enhancing site navigation.

Brochures and mailings

By Cloren
Royal (staff)

Unless they have had a bad experience, most clients are interested in seeing new products and services that your company has to offer. Brochures and mailings can be effectively incorporated into your marketing strategy

Brochures and mailings make your company appear to be organized and allows the reader to easily see what you have to offer. Effective materials and quick mailings are very professional, effective and fast.

If your business is new and you are just starting out, this is a great time to use brochures and mailings. This is the opportunity to introduce your company and what it offers to customers. This is so important because you want people to know that your company exists. Certain customers may not actually be in the market for your services or products, but they may know someone who is.

Regular mail outs should also be used to stay in touch with clients. Keep your client updated on new services and products.

Let them know you are still a strong company and competitor that can help them with their needs. This is a great way to get more work. You can use mail outs to present specials that your business could be offering. Example, "buy one get one free."

Repeat business is always the best kind. You can also use mail outs as a courteous gesture. Holiday greetings. Birthday greetings, etc.

Test different approaches to see what brings buyers. Make different offers to different areas of contacts. You will find the ones that work best and then you can transition into that one special mail out that is getting the results that you aimed for. You

can still mail to the same audience, but try varying it somewhat by trying similar, yet different strategies. If you have been circulating a particular mailing for months without changing your marketing strategy and then get no response, then your mailings may be a waste of time and postage. You don't want to spend a fortune on mail outs that may not work. You must take a piece at a time, with variation as well. Target certain areas for a particular type of advertisement. Certain areas of your state may need a certain service or product, whereas other areas, may not need them at all. Take a look at your target market and observe what they like and what their needs and wants are. Do some research on that before you spend a large portion of your marketing budget? Start with either a smaller group or a smaller amount of mail outs. It does take time to develop an effective marketing strategy with mail outs. After you have experienced the different responses to them, then you can better determine which mail outs to continue with and which ones to put to a halt.

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:

Our Company is seeking vendors that are minority owned or owned by women. Do

you qualify for that?

Answer:

Yes. We are certified with the State of Kansas as a woman owned business and that certification is generally recognized by most states. In August of 2004, Rich Enterprises, Inc. was certified as a Disadvantaged Business Enterprises with the State of Kansas Department of Commerce.

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 Consultation! Give us a call to discuss what type of sales program we can customize for you and we will give you a free marketing consultation.

Offer Expires: June 12, 2007

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