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Where our business is growing your business

November 6, 2006

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.

Using Marketing Collateral to supplement your telemarketing program

By Tracy Rumsey (staff)

Strong marketing collateral is often required for a successful telemarketing campaign and those materials should be an integral part of your integrated marketing strategies. For the highest probability of success, you will need to have strong marketing materials with visual appeal to supplement your telemarketing campaign.

Preparing marketing collateral does not have to be time consuming and costly due to the latest software including Microsoft Publisher. With this software, it is relatively simple to create attractive materials that will catch the eyes of your prospects. For easy transmission, it is best to deliver such

materials on-line or via e-mail in Adobe Portable Format or PDF. Adobe Reader is both free and easily accessible

If you have any questions, please do not hesitate to contact any member of our staff.

Top 5 Common Objections of Cold Calling

By JoAnn
(staff)

Part 3 of 5

This article is part 3 of 5. Each article will feature a common objection that is encountered when cold calling and will describe a few methods to overcome that objection.

We need a product/service that can be customized to suit our specific needs?.

No matter what kind of product or service you are providing, most every company would want something that is specifically designed for their company. Since that is not ideal, they will want to see exactly how you can customize your product or service to meet their needs and objectives. When cold calling you can begin by informing them of general ways that your product/service has been customized to suit the needs of your current clients. Then you need to find out the needs of this potential client to pass on to the sales person. This will give the sales person an edge.

When the follow-up call is made the opportunity is there to tell them exactly how you can customize your product/service to help meet their specific goals and objectives. Now you become more of an extension to the company team rather than just another provider with a product or service for sale.

Helping your potential client see how working together to meet company goals and objectives is beneficial is a surefire way of closing the deal. Ask the right questions during the cold call, so you can do your homework and be prepared for the sales call. It's all up to you. Be ready!

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

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<http://richworldwide.com>

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