



*Lead generation Appointment Setting Teleprospecting
Telemarketing Inside Sales Cold calling*

**November 18,
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)



We are excited to introduce our new blog. Melissa Rich has put together her thoughts on a blog page and would love to get your feedback. Here is a peak at one of our recent blogs:

Elections are finally over! Back to business!

I don't know about you, but I watched the political races quite closely. Some races came down to the wire and others winners were quickly determined.

Regardless of my political stance and the outcome, I am happy to return back to business as usual. Now that our political leaders have been chosen, it is time for us to return to business as usual and lead our businesses toward success.

<http://blog.richworldwide.com/>

Subscribe to our blog for emailed updates!

Expectations for a telemarketing campaign

By Tracy
Rumsey(staff)



Part 3 of a 3 part series

Every marketing calling campaign starts with expectations regarding the results and what that particular business believes the outcome should be in order to be considered a success. Here are details on the points listed in the previous newsletter dated October 21, 2008.

Point 3. Leads or appointments-Are you interested in leads or appointments? Typically, you should expect one per hour. Appointments can be 1 for every 4 hours of dialing, but the quality of the lead and industry factors should also be considered.

Decide which type of result would work best for your business. If leads work better for your business, you will appear to receive more calling results than those accepting appointments only.

Appointments typically tend to need nurturing more than leads generated. Many factors come in to play such as geographical area, sales cycles, and the level of contacts being reached based upon their title or role within the company.

Upper management tends to be tougher to reach; therefore, it is more difficult to achieve results.

Point 4. Distribution of marketing materials- Are you able to provide strong documentation regarding your products or services with every email/fax or US mail package?

Strong marketing materials are more likely to be retained and will put your information in front of those that may not have a current need but might have one later in their budget year. Mass mailings can be a good way to boost leads by using email/fax or traditional direct mail.

Not only should you have print marketing materials but also your website is another way to get your business name out there. Develop a catchy e-mail signature that includes your name, business name, contact information and your website address.

All of the factors mentioned above can be considered progress with leads or appointments per hour. Sales processes come in many steps and using all of your resources will ensure success with both leads generated and appointment setting.

This is the final article 3 of a 3 part series.

Announcements!!

By Melissa Rich
(President)



Release of our free eBook!

We are pleased to announce that we have released our free eBook!

Each section includes a wide variety of articles.

We have had a phenomenal success getting our eBook out to those in the business that might need a refresher or just find the information helpful with everyday sales. We have experienced a multitude of downloads. Thanks for your continual

support of Rich Enterprises!

To download: Please visit our website www.richworldwide.com/ebook.php

Table of contents is:

- Letter from our President
- Contact list and target markets
- Reaching the correct contact
- Scripting and cold calling techniques
- The art of selling
- Overcoming Obstacles with strong rebuttals
- Utilizing and distributing marketing collateral
- Managing Sales programs and sales staff
- Marketing techniques
- Final thoughts

Why to telemarket during the holiday season

By: Cloren Royal
(staff)

Holidays are approaching and buyers are gearing up. Often this time of year is an extremely busy time for most individuals.

There are those who are calculating end of year expenses, taxes, planning vacations, trying to organize company gifts, etc. However, during this time, telemarketing should continue.

We understand that because of the complexities the end of the year brings, we know that many are working reduced hours; however, key decisions makers are typically working, while their gatekeepers may be taking time off. You may find that you are more likely to reach key decision makers.

If you are planning to roll out a new initiative in January, December can be a great time for pilot programs. Use holiday times to fine tune your 2009 initiatives. Try using this time for telemarketing to do any test campaigns for your business. Try using different scripts or variations of your pitch and find out what works best so that for the new year rolling in, you'll have a great assessment on what will work best for your calls.

Take advantage of the 'next year we can correspond' phrase. This is such a

great opportunity for those customers that are willing to listen to you during this busy time; however, not ready to take any action. This key phrase has a, "no pressure, I'll get back to you later and we'll talk then" feeling.

This is a great way to allow your sales approach to seem very light and non-pushy. The fact of the matter is, that next year is just a few short weeks away. Your customers may feel that sigh of relief in knowing that they have "next year" to place their minds in this idea, rather than right now.

As a telemarketer, you'll be within a short enough time frame to prepare your approach and followup with your customer shortly after the holidays are over. This puts buyers in the mood for potential new ideas, and a new approach for their new business year.

Oftentimes buyers are actually seeking a new direction for the new year to come and will bring an open-ear to your pitch. You will place your foot in their door by making that initial call during the holiday season, and then pursue them further afterwards.

This end of the year call method can create such a huge database of leads and call backs that at the beginning of the next year, your sales could potentially surge to skyrocketing numbers.

The keys are to keep a very good and accurate call back format and contact names so that you can start zeroing in on the prepared buyers after their holiday rush has passed on.

About Our Company

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!

*** Special ***

Program special for new clients! Free set up; Free contact list (if based on standard factors) and Free scripting. Give us a call to get started!! (620)443-5247

December 01, 2008

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