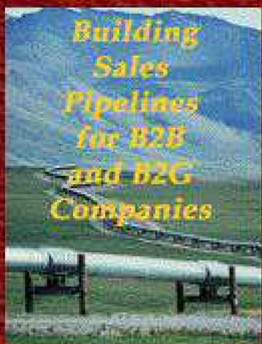


Rich Enterprises, Inc.

Where our business is growing your business

Lead generation   Appointment Setting   Teleprospecting

Telemarketing   Inside Sales   Cold calling

October 02, 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.

Announcements!

Rich Enterprises, Inc has received an award!

We are pleased to announced that Rich Enterprises, Inc. will be honored by the Kansas Department of Commerce as the Woman-Owned Business of the Year Service Industry Firm. We will officially receive the award on October 25, 2007 during the Annual Awards Luncheon.

Gatekeeper tactics - staff survey

By Tracy Rumsey(staff)

Responses from current staff members

Getting past the gatekeeper: What tricks do you have up your sleeve? This is a survey of our current staff members and how they use their years of experience with the infamous gatekeeper.

Patti: My favorite trick to get past the gatekeeper is to make them my business partner and acknowledge that they might know as much if not more than the decision maker! Whereas my trying to reach that decision maker winds up being fruitless, I attempt to build rapport with that gatekeeper; maybe she can "clothesline" him and get his attention!

Melissa: I prefer to solicit the help of the receptionist in determining who is the correct contact. By sounding somewhat lost, her natural instinct to help people allows her to provide more information that she might otherwise. For example, if you state "I was hoping you could .....um.....help me, could you tell me who handles your .....um.....hiring (for example)", they tend to believe that you are seeking employment and tend to provide a contact name quite quickly in order to help you.

If you sound too professional and state "I would like to speak with someone in the Human Resources Department", receptionists tend to ask questions in order to screen the call and you may not get the results that you need. If I have a contact name, I try to sound very casual in asking for that person with a simple statement like "Hey is John is?". Once again, if you sound too professional and state "Yes.......is Mr.. John Smith available today?", it may indicate that this is a sales call and and they will tend to ask questions in order to screen the call.

Tracy: The gatekeeper can be rather tricky. I always introduce myself as " This is Tracy with XXXXX and I am trying to reach the person in charge of Marketing (or what dept I am seeking). I have XXXX listed as the person in charge but I don't think that is the correct contact", and the receptionist will say, "You are correct. He is the President, but he has nothing to do with marketing; you need to speak with XXX in sales. Let me see if I can get that number for you

Befriending the receptionist will usually get you more information than calling and asking for the department you are looking for. Having any name (even the wrong one) will get you in the door a little quicker than calling and asking for a specific title or department.

Betty: I use the first name and act as if the call is expected and we are friends. If that does not work, I will try again later and use a different tactic.

Donna One of my best tricks to get past the gate keeper is really simple, its just being honest and polite. Explain to them what you are trying to do and what your intentions are. I will admit though that there are some very stubborn gate keepers that there is just no getting past.

Deciding which tactics to use to get your foot in the door can be tricky. Use some of the tips listed above and it might ease your efforts.

The Importance of Sales Projections

By Cloren Royal(staff)

Sales projections are an integral part to the success of your business. This helps to plan for your growth. You must have an understanding and prepare for what lies ahead with possible sales slumps and sales increases. Research your product or service so that you can make a comprehensive projection for your business. Some things you may need that can be helpful are:

- Number of units/hours your project will sell in one year
- What is going to be the sales price per unit or per hour
- What is the amount of profit that you want to make

You can take an Average Sales Approach with your projection for simplicity. Perhaps if you own a clothing boutique, an example would be that you average 10 customers a day. On the average those ten customers spend around $30 on their purchase. So the annual sales volume for your store would be ($8400 X 12 months = $100,800 annually). So this is an average way of determining your estimated net revenue before taxes.
Take seasonal trends into account. Be sure and weigh in some of the factors that can change during each season of the year. During Christmas time, the sales rate will jump. During the first two months in the year, your sales may fall significantly. Be prepared for these changes.
If you have been in the business for more than one year, then review those sales trends (up or down) to project where sales should be for each specific quarter or year. This will help better

determine how to prepare. It will help you understand where it is necessary to spend more on marketing, products, etc. and where to cut back.
Formulate your projections for a three-year span. Follow the statistics quarterly and determine if each aspect of your projection is where you would like to be. If this is not the case, then determine where changes should be made. Formulate a plan. Do you need more marketing? Are you reaching out to new prospects? Can you increase closing rates?
Review industry trends. Research your industry to determine how those trends are likely to affect your business. This is all required to develop solid projections.
It may be helpful to estimate your projection on the lower end simply because many times there are unexpected changes, down times and pitfalls in business. It is best to cover all of these aspects that leave you with a realistic number. It is likely that your sales will rest somewhere in the middle of your estimate as long as you have calculated the lowest and highest possible outcome.
Ultimately, you must choose your sales figures annually that you want to achieve and prepare your business to support this through a very detailed sales analysis and forecasts.

Question and Answer section

by Melissa Rich (President)

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.

Cool Tips of The Trade

By Donna Larsen (staff)

Sending Follow Up Emails/Faxes

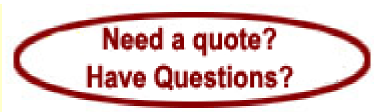
Follow up emails to clients and prospects are just as important as the initial contact itself. A follow up email is a way of giving the client/prospect more information and details on your company and the services you are offering, as well as reiterating what you discussed on the phone or in person. There are several key tips to remember when sending the emails and by following these guidelines you will guarantee the success of your follow up emails.

Permission IS necessary! Before even thinking about sending a follow up email to any client or prospect, be SURE to have their permission. Otherwise it will be considered spamming. Gaining permission is done within your first initial contact with a client/prospect simply by asking. You can use any of the following suggestions to help give you a better idea of how you can gain permission as well as get their contact information during the conversation!

"So, ________, I would really like to send you some more information on ___________. Can I get your email address/fax number so that I can send that to you?" "Would you be interested in getting more information on ___________? Great! Can I just get your fax number/email address so that I can get that out to you right away?"
Note Gaining permission does NOT mean deceiving the client/prospect into giving you their contact information. An example of this would be asking the secretary or anyone other than the contact themselves for the contact person's email or fax number. If the person you are wanting to follow up with does not speak to you personally than you cannot send them a follow up email. Remember following up means AFTER the initial contact, not before.
If you reach the client's assistant or secretary and they offer you the contact's information, simply state that you would like to speak to them first before sending them any type of unsolicited material. Another misleading way that one should always avoid is using lies such as the one below... "Hi _________, I seem to have misplaced your fax number/email address, can I get that information from you"
Besides the obvious fact that it is just dishonest and unethical, you will lose the respect of the client - as well as losing their potential business. Also you will risk the client/prospect informing other companies of your misleading methods and that can lead to even more loss of business. Just remember that honesty is the only way to go!
Let's get personal! Typically you will have one general follow up email/fax that you will send out initially to all companies after your first cold call is complete and they have given you their contact information and permission. Though this is a generic email/fax, always be sure to personalize each and every email and/or fax you send out. This is a very simple step and it simply involves writing in the contacts name in the header. For example: "Hi _________" "Dear _________" This just shows the client that they are more to you than just a statistic. It also shows that you take the time to remember who they are.
One at a time! This tip is coming from personal experience,. A lot of times you will find that you are sending out dozens of emails a day and it may seem a lot easier and quicker just to bulk up all the email addresses and send one email to everyone all at once. The problem with this is when you send out to more than one client at the same time, you cannot personalize the email and as I mentioned in the above tip, personalization is key. Also you will find that some clients may even take offense to receiving bulk emails and they may feel that you did not give them the personal attention that they deserve
Be prompt! One thing clients tend to dread most is requesting or agreeing to receive follow up information from a company and getting it 2 or 3 days later. Always remember to send the follow up information to the client right away, while the conversation is still fresh in their minds. You will find that the longer you wait to send over the information, the less likely the client will be to remember you, your company or why they are receiving the information.
Who are you? My last tip for sending follow ups is simply to

always remember to put YOUR contact information in every email or fax you send to your client. All correspondence you send should include your full name, company name, phone number and your email address and/or fax number. If you do not include this information, obviously the client is going to have no way of getting in touch with you and is more likely to be leery of dealing with you.
Keep these four tips in mind when sending any type of follow up email or fax. More than likely you are already doing some of these tips, if not most or all of them, but more often than not, we find ourselves slacking in one or more of these areas. If you seem to be having problems in the follow up area, take a look again at this article and ask yourself if you could be skipping out on any of these steps. Remember to take your time and I'm sure you will have no problems following up!

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.
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!

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Curious about SIC codes?

Wondering which ones are good for your target market? Please contact us for a free conference call to discuss your niche market and which SIC codes are applicable to you.

October 15, 2007