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Where our business is growing your business

October 25, 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.

## Tradeshaw tips-how to incorporate a successful tradeshow into a telemarketing campaign

By Tracy  
Rumsey (staff)

Every business has an idea of what they consider to be a successful tradeshow- There are three components to effective trade show marketing -- pre-show, at-show and post-show. Without the post-show component, the marketing strategy is not complete and often the sale is not made. Follow-up is the most crucial part of the trade show marketing equation. True trade show success is not measured by the number of catalogs handed out or the number of business cards collected-It's the sales generated from the leads made at the trade show that make your participation in the show successful. Pre-show-you will need to decide what is going to boost your attendance. Send a pre-tradeshow flyer letting all perspective clients know who what and where of the show. This will jump start your campaign. Decide if you will handle the leads in house or

outsource to a telemarketing firm.

At-show- Decide what you would consider to be a qualified lead and have your staff accept business cards from future clients that meet all of your criteria. It is not financially beneficial to your campaign to accept 900 business cards and have only 45 of them turn into leads. That is only a 5% ROI (return on investment). Have your staff put together packets for immediate mail out for hot prospects and list them as number one on your calling list. Post show- Take the most qualified buyers that attended the tradeshow and add them to a telemarketing call list. Clean up your calling list. A clean list is crucial to a cost-effective telemarketing program. Once list quality is assured, groups of prospects can be ranked according to interest. All prospects should be contacted within 1-2 weeks of the tradeshow. Companies need to move promptly and efficiently while the prospect's memory is fresh.

Follow-up is the key to success of any telemarketing program. Time, effort and work involved from start to finish with a tradeshow is completely without merit if the final stage is incomplete. Handling of requests for additional information will show potential clients you value their time and provide quality customer service. Finally- Close those sales. When it is all over, evaluate your success. Did you meet your goals? Were you able to reach the right prospects? What can I do next time to change my return? Brainstorm for next year while everything is fresh in your mind.

## Top 5 Common Objections of Cold Calling

By JoAnn (staff)

### Part 2 of 5

*This article is part 2 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 use another provider.** It is highly unlikely that during cold calling one will not encounter this objection. On one hand, you know the person you called is interested in the service because they sought out a provider. On the other hand, you are not the one providing the service. This is not an uncommon situation.

Many companies rest in the fact that they have someone fulfilling their needs, but never periodically determine if they are getting the best service at the best price. It becomes your job to show them how your company products or services will help them out shine their competitors, save them time & resources, increase their revenue and fit into their budgetary constraints, etc.

You need to convince them that your product or service will greatly enhance their business in some way. With that in mind, you need to also realize that you don't have much time to do it

Once the potential client says “We are not interested, we already have an outside provider taking care of that”, you have a split second to jump in there and begin to convince them otherwise because the next logical step would be for them to hang up.

If possible, research the company ahead of time to know their needs. This way you can immediately let them know how your company is prepared to meet a need that you already know they have. If researching the potential client is not possible, be prepared to put your best foot forward. Let them know your strengths and how your products & services are more beneficial to them than the competitors.

Walk away knowing this. One key to gaining a new client is all in knowing your own company’s strengths and being ready to present them in a way that would make any potential client see the benefit. As I stated in last weeks article, “Helping potential clients see the added value of outsourcing services (to you) is all up to you.”

## 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:  
[support@richworldwide.com](mailto:support@richworldwide.com)  
phone: (888) 443-5247  
website:  
<http://richworldwide.com>

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