



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

October 30, 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.

## **Incentives for Sales reps**

By Tracy Rumsey(staff)



What motivates sales reps? What can you do to boost your sales team? Sales reps are eager to be the best in the business. They demand attention and like to be recognized for their vigorous efforts. Clients with sales issues face the same challenge every day: How can they motivate the sales teams to sell more? Businesses may choose to offer incentives to their sales teams to keep them hungry

for more.

Here are some ideas on incentives:

- **Contests.** Most salespeople are competitive by nature. Contests are great ways to motivate salespeople to strive harder to achieve success.
- **Daily/Weekly Cash Incentives.** A cash incentive might be the boost you need for your sales reps. It can be based on the number of leads/appointments made that week, the highest dollar amount of sales, or the one who closed the most business.
- **Giveaways.** Trips or vacation packages are very nice incentives for teams with long-term sales goals. Another type of giveaway could be personal days off, free lunch or family dinner of their choice, or housecleaning and a spa day for relaxation.
- **Gift cards.** New programs out there offer incentive programs for business to give staff members or loyal customers. Programs such as these offer choices to the person being rewarded. They can choose from a catalog or choose several locations to get their prizes.

Motivating sales people is more about knowing your sales team. Once you get to know your team on a professional level you will learn that only a fraction of your crew are truly self-starters who will always surpass quota. The big challenge is getting the slower performers involved in the sales game while giving attention to the superstars who drive your bottom line. Here are a few tips on developing a successful sales incentive plan:

1. **Make the program simple.** Salespeople have enough details in their daily work to track without having to spend time working out a complicated incentive plan.
2. **Deliver what you promise.** Get your cash or product incentives in line before you announce the program.
3. **Sales programs** are designed to designate winners and losers, but the best successes come from teamwork. Combining point systems can be a big motivator when the big sale is in the bag; then all involved gets a bit of the credit and the reward.

Top sales performers are usually internally motivated, success oriented and focused. When you hire the right salespeople and provide them with a good compensation plan that rewards results, it will not be necessary to offer a lot of sales incentives and contests to motivate your sales team.

## Distinguishing Your Business

By Cloren  
Royal(staff)

### Know your competitor!

One great way to start distinguishing your business from the

competition is great customer service. Provide something that may be unique to all of the other companies out there. Perhaps you can provide a 24 hour customer service program. Some examples would be with your company website, provide live online customer service chats available 24/7.

You can have a 24 hour telephone line as well so that you can really place your customer service high on the charts. This will require a very good experienced team that understands the importance of excellent pre and post sale customer service. This will also aid in customer retention.

Second try utilizing the internet for a unique opportunity to provide a special website that stands alone. Make the website very professional and unique. You must market to the right audience as well. You want customers to have a simple web address to recall and go back to if needed. Make your website findable.

Create exclusive offers on the home page and special rates for new customers. Provide incentives that will have your customers jumping on these opportunities that they realize they will miss out if they do not sign up and start today!

Make sure that the message that you are conveying about your business is easy to understand and follow. There is no need to make incredibly confusing and difficult statements that few can understand. Using clear and precise details when you are promoting your business will put customers at ease and know exactly what your company is all about.

Besides, do we even know what, "strategically conjugated collaboration of multi-functional customer commodities that surmounts the competitors service" means anyway?! So let's keep it simple and easy to follow with very few question marks for your clients. Create a simple catchy slogan or phrase that is easy to remember. Those short little jingles that we all know actually work!

So find your business niche or that special thing that your company can provide for clients whether it be a product , phenomenal customer service, easy to follow website, great catchy slogan, or a 24/7 help desk. These great methods will push your business to the top and create referrals and repeat customers. Plus clients will come back for more great, dependable service.

## 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](mailto:melissa@richworldwide.com) and we will answer your questions in upcoming newsletters.

This newsletters question:

**Question:** We would like for you to send an e-mail to our prospects and then complete follow up calls to set appointments. Please advise if you can do that for us?

**Answer:** We would not handle the initial e-mail unless they have specifically requested information from you. It is our policy to send e-mails only if the contact specifically agrees that is acceptable. As part of campaign, we will send e-mails to your prospects as appropriate, but will not send e-mails unless they have specifically stated that it is agreeable.

## Cool Tips of The Trade

By Donna  
Larsen (staff)

### Follow Up Calls

In past articles I have discussed how to do follow up emails and faxes, but now I will touch base on how to do follow up calls.

You typically will arrange your follow up call to be after you've sent the follow up email or fax. There are a few tips you should keep in mind when doing any type of follow up call with clients.

**When to make the first follow up call-** So you've spoken to the prospect and they have agreed to get more information about your company and you sent them over an email with more information. Great! But when should you call them back? In general, it is a good idea to give the clients at least two days to go over the information before doing a follow up call.

Not everyone reads their emails or checks their faxes right away, so be sure to give them ample time. This also will help so that the client doesn't rush and just skim over the literature, it gives them the opportunity to actually read through and go over everything.

**Accommodate your clients needs-** As I mentioned above, typically you will give the client two days before that follow up call, but keep in mind that not every client is the same. It is a good idea on your initial call with the client, ask if it will be alright to follow up with them in two days. This gives the client the option to agree to the two days or to make it on a day that will be better for them.

You will find that some clients only work on certain days, some are always swamped on Mondays and Fridays and some may even be leaving for vacation. In any of these cases, you need to complete your follow up call on the day when he/she will be available.

**How often to follow up and leave messages-** Things happen and sometimes clients are unavailable at the time of your follow up call. In these cases I would say that unless given specific instructions by secretary or whoever answered the phone (example would be if the secretary said that Mr. X won't be back until Friday, or that Mr. X will be back in the office tomorrow) to give them another follow up call in two days. Calling every single day is the quickest way to agitate your potential clients and make them less than eager to work with you. Another important thing to remember is not to leave numerous messages for the client. If you call the company three times in one week and the client is not in on any of those days, wait till the end of the week to leave a message.

Leaving multiple messages for the client will tend to irritate them and make them feel alienated and even harassed. It is appropriate to leave one message a week. If you are leaving a message once a week and within one month of time you are not getting results, there is a good chance they are simply not

interested.

When you are placing a follow up call, the client has already shown an interest in your company. As long as you follow these tips, you should have no problems. There will be cases where you need to step back and ask yourself if the client is truly interested or if they are just wasting your time.

Keep in mind that each company is different and though one company may have time to talk right away, another company may be at their peak season and may not be able to get back in touch with you right away. Make sure to give each client ample time to respond to your messages.

A good rule of thumb is to give the client a month to follow up with you after you have attempted your first follow up call.

## 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.

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](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

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