

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

October 07,
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-take a look:

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

Subscribe to our blog for emailed updates!

How to investigate an Outsourcing Firm

By Tracy
Rumsey(staff)



As a business owner, you have many decisions to make involving day to day business. One decision you might have made is to outsource your sales work to a telesales company.

The next step would be to locate the best in the business and protect your investment. You may have chosen the company that appears to meet the needs of your industry; their website looks great, they have experience

in your industry, and they talk a good game.

How can you investigate the outsourcing company? How do you check the credentials of an outsourcing firm? How do you know they are not a fly by night company and will be here to cash your check today and gone tomorrow? Here are ways to verify company information:

1. Secretary of State. Contact the secretary of State for the state the company is registered in. For example Rich Enterprises is located in Kansas and all available information on REI would come from the Kansas Secretary of state. This department can also give you names of Officers for the business. This lets you know who you are dealing with.

The Secretary of State can also tell you when this business started. For example Rich Enterprises started their business in 1999 and the Kansas Secretary of State can verify this information is correct.

2. Rip off report. Go to Ripoffreport.com. This gives the details of all businesses and websites that have ripped consumers off in the past. Take the time to review any information on the company you intend to do business with. There is nothing worse than providing payment for services and calling them the next day to find the phone number has been disconnected.

3. Google. www.google.com. Google the business. Gather as much information as available on the company you are interested in doing business with. Read forums/Chat boards that involve the business you are considering doing business with. Taking the time to do research before jumping into business with an unknown source can save you money and heartache in the end.

4. Scams.com. This site lists the most popular scams. There are many companies out there that are in business to scam you. Scamming is there entire goal and they are very successful doing so.

5. Chamber of Commerce. A legitimate company is more likely to be a member of their local Chamber of Commerce. Contact the local Chamber of Commerce to learn more about their status. www.chamberofcommerce.com; www.uschamber.com.

6. Better Business Bureau. The BBB handles complaints and resolves related disputes. Their records indicate if this company has had problems in the past. Lack of a BBB report is not necessarily a negative because it simply indicates that there have not been any complaints

7. Federal Trade Commission. The FTC regulates businesses and has a variety of information available on their site: www.ftc.gov .

8. National Fraud Information Center. The NFIC was originally established in 1992 by the National Consumers League, the oldest nonprofit consumer organization in the United States, to fight the growing menace of telemarketing fraud by improving prevention and enforcement. Their website can be viewed at www.fraud.org.

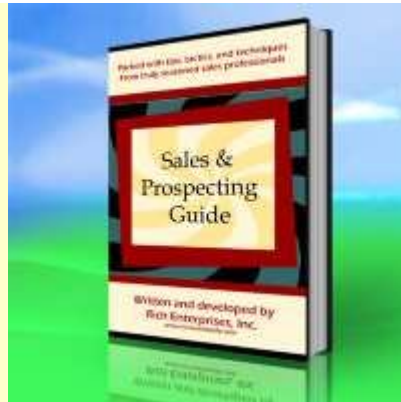
Most of the investigation information acquirable is available free of charge.

You can certainly pay money to investigate the history of companies but there is a multitude of information that is available to all that are seeking information at no charge.

There are a variety of online and agency resources that you can use to verify information that has been provided or to learn more about a specific company. Since you may find negative comments or inconsistencies on virtually any company, you should seek patterns that indicate a problem or concern.

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.

Best of all - the eBook is free to download! We hope that you enjoy the contents and look forward to your feedback!

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

Calls Per Hour Factors

By: Cloren Royal
(staff)

In any telemarketing campaign, one key factor of success is the number of calls made per hour. Our company tends to average 20-25 which is fairly standard for our industry.

Factors to be taken into consideration are location of calls (overseas calls or within the united states) and overall size of company or our ability to reach key decision makers. Larger corporations may require multiple transfers.

Having the correct contact name is large factor since we can avoid the process of obtaining information from the receptionist or operator. Certain departments may be more accessible as well. For example, reaching a human resources department is typically easier than reaching an IT department.

A large part of our collection of data is the input and taking of notes per call. Multiple calls require large amounts of data to be captured and recorded for the most up-to-date accurate information to keep clients current on the last recorded conversation.

Often on the initial calls, there are multiple extensions and transfers in order to get to the proper person for a direct contact. Results that end in long conversations, questions and information that produce an abundance of notes and information are exactly the results you are seeking.

Typically 15 calls per hour would indicate that we have been successful with getting to the proper contact and really pitching the sale and getting feedback from the consumer. (In essence, the less CPH, could be interpreted as stronger call results; therefore, in this type of instance, the CPH is irrelevant unless there are less than 10 an hour, this could signal trouble).

Generally speaking, excessively high calls per hour can be a warning sign. If we observe 35 calls per hour, it may indicate that decision maker is not being reached.

These guidelines are simply one tool to evaluate a campaign. The numbers can indicate how a campaign is progressing, but the best measure of campaign is the end results - in terms of both quantity and quality.

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!

* 10% off any
new program
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All programs include: Free set up; Free contact list (if based on standard factors) and Free scripting. No hidden charges!! *Applies to our four week pilot program. New clients only. You must mention this special to receive the discount. Give us a call to get started 620-443-5247

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