



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

September 18, 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.

## **The Proverbial Staller**

By Tracy Rumsey(staff)



Your ideal client is going to be one that says yes to everything you have to offer. Unfortunately that is not always going to happen in most business sales. You will run into the proverbial staller.

This is a prospective client that is going to come up with every excuse at to why they need to wait on purchasing/ agreeing to sign on the dotted line, but they acknowledge repeatedly that they need your services. They will tell you they need to think about it and for you to call back next week.

When you call back next week, they will say they have not had time to go over your literature or that they just don't have time to get started right now. Chances are when you make that third call; you will get the same response or another reason for a delay. Tell the staller that you sense he/she's not ready to make a decision and give two choices: Either you can call them back in a few weeks, or they can call you when ready.

Here are tips to giving the gentle nudge:

- 1.** Create a sense of urgency with your prospective client. Use tactics such as letting them know they will save money and cut costs if you purchase/agree today. Give them ideas on how it will benefit them greatly if they make their decision as soon as possible.
- 2.** Make your offer available to them today only. Let them know you will gladly call them back in 3 days but the offer you are calling about is good only through business today, this week, or a specific period of time. If they do not choose your service today, the offer will not be the same.
- 3.** Find out the true problem or objection in closing the sale. Get to the heart of the prospective clients issues. If it is a price objection, find out just what it would take to gain their business. Ask questions such as: Is this outside your company budget? Is

this more than you can approve? What exactly is the problem?

4. Illustrate to them that your service will benefit them and the sooner they get started, the sooner they can reach the benefits while showing empathy for their concern. For example "Mr. Smith I know it will take a full hour to set up and I know that you are so busy, but it will be saving your 3-4 hours of labor each week or \$xx number of dollars each week.

After you've been selling your product or service for a length of time, you will be able to answer most objections due to experience. Each time you hit a wall, work out how you'll answer it better next time. Only you will know best how to answer specific objections to buying what you are selling.

Here are few tips to try to discourage the almighty staller:

- Use hypothetical comments: "What if you were to use/try/do this."
- Show advantages versus disadvantages. Give them legitimate reasons to sign today.
- Give examples on how current clients are benefiting from using your products/services and what it has done for them.

Getting the proverbial staller to sign on the dotted line is quite the challenge but the benefits far outweigh the headaches. Be persistent and demonstrate the need for urgency to gain a long-term relationship with your worthy sales client.

## The Benefits of Newsletters

By Cloren  
Royal(staff)

Newsletters for your business are an effective tool to continually keep your company name recognized. Often prospects opt out of subscribing to newsletters; however, your business should remain constant in the forefront in order for your company to frequently be noticed by viewers.

You can gear your newsletter toward specific industries in order to attract certain candidates for sales opportunities.

When marketing your newsletter, it is recommended to use email for this type of mass marketing. It has become one of the most affordable, powerful marketing tools in the world. Utilize this to your benefit. There are many advantages to developing this great marketing strategy:

- Regular contact with your customers
- Potential financial return
- Developing and putting your name out in the business world
- Promoting your services and products
- Building a rapport with other businesses

In order to make a newsletter work to your benefit, you could offer business solutions that would pertain to that specific

industry. Provide suggestions and tips for business owners and their team to help improve their company's results and increase profits. Newsletters that provide this type of helpful information can lead viewers to expect great tips and advice from your organization.

Newsletters are very effective. Newsletters can be used to stay in touch with contacts who have already purchased, or who know something about your product or service from other communications and may be interested in knowing more, especially when the time is right for them to buy again.

Provide helpful information such as industry updates, product news, and sales techniques. Be sure to include ways that would help to develop stronger methods and tactics to sales. Think about issuing some current market details related to their industry. This type of information helps keep companies up to speed on what competitors are developing and initiating in their industry.

This marketing strategy will show viewers that your business offers quality help and advice as an expert and this is demonstrated through the newsletter. This is advantageous because it now establishes credibility for you and your company.

So now that we know, that for such a minimal cost, you can harness the power of Internet marketing to a great number of consumers effectively creating a newsletter. So begin and continue your marketing strategy with this method. This will eventually develop into loyal consumers and readers that trust your business expertise.

## 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.

## Cool Tips of The Trade

By Donna  
Larsen (staff)

### 3 Quick Tips For Breaking The Ice

Have you ever found that it can be a bit tricky to really break the ice on your first initial conversation with a prospect or client? I am sure at some point that we all have. It can prove to be rather difficult to really keep things flowing in the beginning, so I have compiled a few tips to help you out along the way.

Some of my suggestions will be things to do to really make the conversation a truly pleasant experience and towards the end will be some actual opening lines that you can use. These suggestions can really help to break the ice and allow for a more comfortable conversation and leave the door open for more to

follow.

They always say that first impressions are what count and that goes for first impressions over the phone as well. Some might even argue that it is easier to make a good impression in person than over a phone, where there are more factors at play, but if you stick to these ideas, I have no doubt that you will really leave a lasting impression and break down that icy barrier!

**1. Tone, dictation and pronunciation...Oh My!!** First and foremost, before you worry about any type of opening line, you need to focus on how you are vocally coming across to the new client. Always make sure to have a friendly tone when contacting the client. Don't let life's stress and anxiety show in your tone. A negative tone is easily distinguished within a mere few seconds of conversation. This can really make a client uncomfortable, therefore making that barrier even harder to break down.

Make sure to speak slowly and clearly, always using proper grammar and pronunciations. Speaking from personal experience, one of the most difficult things to put up with from a client's perspective is someone who mumbles, talks too fast, or uses slang and improper word usage. You will find that most clients would rather deal with someone that takes time and care into speaking intelligently, as opposed to one that would speak in an unprofessional manner.

**2. Greetings!** Another good way to start a conversation off in a positive manner is to always greet the client in a warm and friendly way. Make it a point to use their name and even ask "How are you today \_\_\_\_?" This lets the client know that you do care for them as a human being and are not just out for the sale, so to speak. A sure fire way to have a negative impact on the client is to speak robotically. Don't speak to them as if you were reading straight from a script. Always make sure to keep the conversation personal and one on one.

**3. Opening Lines!** Now that we have discussed some things to make sure you do while speaking to the client, it is time to get down to some actual opening lines! "Hi, \_\_\_\_\_ do you have a minute?" - using this line gives the client an opportunity to choose whether or not to chat with you today or make it for another time when it will be better for them.

Most clients will respect you more for asking this question, rather than pushing your way through the conversation when they were busy or in the middle of something. This also shows that you are willing to compromise.

"I realize how busy you must be, but I would like to discuss \_\_\_\_\_ with you, if you wouldn't mind." - This opening line shows that you are empathetic to their stress and their problems. Showing empathy is a good way to show a client that you truly respect them and their business and will make the client more likely to open up to you.

All of the above opening lines work great, but keep in mind that it is always a good idea to ask questions. Giving the client opportunities to give their own opinion can really help you in that first initial call.

In order to really succeed in opening that door with the first initial contact, you have to make sure to show an interest in both the person you are speaking with as well as the company.

Make sure to know who you are speaking with and what you are speaking to them about so you won't find yourself fumbling for scripts or answers to their questions.

Keep all of these tips in mind and I am sure you will find no problem in breaking the ice with any type of client you may encounter. One thing that all clients have in common is that they are human beings with their own feelings, voices and opinions. Make sure to allow the client time to speak their mind as well as always make sure to listen and take all things into consideration. Try out these tips and see for yourself! You too will have these barriers broke down in no time!

## 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:

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phone: (888) 443-5247

website: <http://richworldwide.com>

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Join

## 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 01, 2007