



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

April 01, 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)



**KNOW SOMEONE THAT COULD
USE SALES TIPS?:** Towards the bottom of this newsletter is a "Forward to Colleague" link. If you have a colleague or business associate (inside or outside of your company) that would appreciate this newsletter, please free to forward it to them. They can certainly unsubscribe at any time if they are not interested.

Sales calls timing

By Tracy
Rumsey(staff)



Staying ahead of the game

Most sales people will tell you that timing is the utmost important when making sales calls. When is the best time to contact the company you are interested in doing business with? Take a look at the type of business you are contacting.

If they are a retail/food establishment, chances are they are not going to be available during 11:00 AM until 2:00 and from 5:00 until closing. Timing can be anything from the actual day meaning Monday through Friday or it can be mornings or afternoons. Timing can also mean sales cycle timing.

When is the best time to contact the company you are interested in doing business with? Here are a few tips to discovering the best time to call:

1. Observe Daily And Weekly Cycles. Most business people go through a consistent weekly cycle. More companies have their weekly staff meetings on Monday morning than any other time of the week. If you call on Monday morning, you are most likely to receive voice mail or find the person you are calling unavailable.

2. Business Cycles. Many companies measure their results on a monthly basis and make changes only during budget sales cycles. Find out the prospects sales cycle and make notes if they purchase or make changes to products or services as needed or only once a year and quarterly.

If possible, try to find out the perspective companies internal sales schedule to avoid calling when people will not be available.

3. Call During Odd Hours. Most decision makers may work extended hours that are typically not the 9:00-5:00 schedule. Try calling before 9:00 and after 5:00, or during lunchtime to reach your contact. Sometimes they will be working before and after the clerical staff therefore; taking their own calls.

4. Ask The Best Time To Call. Always ask when calling "When is the best time to call?" This gives you pertinent information to keep on file for future business with this company.

Some organizations take sales calls on certain times and days of the week. Gathering this information will be beneficial for future business.

For many types of business, there is a natural cycle to the day that defines when they are most busy serving their customers. Your cold calls, whether by phone or in person, will be much more successful if you identify the peak and slack periods of the

day/month/year for the businesses you call on, and call only during the slower times.

Name Dropping

Cloren Royal
(staff)

Building a great name for your company is important to your success. You want to have a great client base and also excellent references that may be needed for future business.

In many cases we as consumers choose businesses that we know have excellent track records and that have the client base, plus the references to prove it. We are often sold on certain services and products simply by a referral from someone we already know. I am sold on movies every month simply by someone that I knew, telling me how great it was.

In your business, be sure to utilize these benefits of that wonderful client base and those great references. If you have sold and done business with large or small companies that are easily recognizable by most, then you have a large advantage.

Consumers want to know who you have worked with and how reliable your sources are. Begin to name drop while working your campaign. If your business has provided services for, Wal-Mart, Kodak, American Express, and other large companies, this is a necessary part of your marketing. We do not want to leave out the "big names".

Each of us in the business world understand the hard work and dedication that is required to build your business up to such standards that allow us to work with such companies and corporations.

We realize that if a company can represent themselves as such credible organizations, then we are clearly sold and are going to trust that the particular business will follow through with excellence.

In order to get your business name out there in the world, use all of the tools necessary and that includes stating key elements that turn on the buyer's light bulb. Understand what attracts buyers, and when you add in big names and commonly known organizations, they are much more likely to purchase.

3 Quick tips of the trade

By Donna
Larsen (staff)

Taking Notes

Salespeople often overlook the value of taking strong notes and simply trusting their memory to remember all the details of each client you speak with. With a number of prospects, this can become quite difficult and nearly impossible. So always remember that to take strong notes. With these 3 tips you will be able to make quick and valuable notes!

Objections and timelines You will encounter prospects that

have certain objections, whether it be they have reached their budget until X day in X year, or maybe they are locked in a contract until 3 months from now. Whatever the case, be sure to document the details so you will know when the best time to do a follow up call.

Personal Information Some clients may mention that they will be going out of town on a given date and if so, write that down so you will know not to call during that time frame. This is also true for things a client might mention like office construction taking place or any meetings the office staff might be in on a particular day. You can also use this information to spark a conversation with them by asking about their business trip or latest project.

Keep your notes brief You want to make sure to put in all the important information in your notes, but you also don't want to spend all day perfecting each note. Make sure that your notes are brief and concise with important details and "need to know" information.

It is also a good idea to keep your prospect organized. If you are using a notebook, then each prospect needs their own page. If you are using a computer to record notes, you may need to evaluate appropriate software applications that will aide in this process.

If you use these tips and keep your notes organized, your reliance on your memory will not be as important and you will have all the details needed to increase your sales and closing rates.

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. 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

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