



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

**August 26, 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 will be offering free online webinars that will focus on enhancing your sales abilities. What topics are most of interest to you? In what areas, would you like to improve your skills? What are the toughest challenges that you face in sales?

If you have a suggestions for webinar or newsletter topics, we would love to hear from you.

If you would be interested in more details on our webinars, please contact Melissa Rich at 888-443-5247.

Be ProActive during this "economic slowdown"

By Tracy
Rumsey(staff)



Every day through media coverage (print, radio, or TV) we hear how bad things are getting. We are informed on a regular basis, gasoline and oil prices are through the roof, utilities and groceries are higher than ever, are told to buckle down and prepare for bad economic times.

According to the media, business as usual is gone for ever (or at least paused) and we should save all of our marketing funds for tough times ahead. What should the businesses owner do? Should we tuck our tails and run or should we get proactive and boost our marketing efforts like never before?

Here are a few suggestions to changing your direction during a slower economic time.

- 1. Take a new direction.** Use this as an opportunity to step up your marketing activities and add new customers while your competitors are less active.
- 2. Get Tough.** Plan more aggressive approaches to sales and marketing. You normally market your products and services to meet the needs of your customers but during tough times, people are more inclined to decline the luxury items. Make you product or service considered a necessity. You will need to solve a problem or make someone's job easier with your offerings.
- 3. Use economics to your advantage.** Demonstrate to your prospect that your offerings will save them time or money. Focus on the economics of your offerings and show how you can help them during times of "economic slowdowns".
- 4. Customer Service.** Take this time to drive harder and go the extra mile for all customers. Each and every customer that comes to us for products or services should feel we think of them as top priority. Maintain your relationship with existing customers, who will be there when the economy takes a turn for the better
- 5. Community involvement.** Offer your help within your community. Sponsor activities or donate to causes. This is the time that communities should come together to make people feel good and in the process, you could place your business in the limelight.

Use creativity to meet the needs and desires of your customers. Use marketing campaigns adapted to the current economics. Your marketing message from last year may not be as effective. Be prepared to adapt to current times.

The end goal is: you want the customers to buy what they need and you want them to have a reason to buy it from you. Use this economic roller coaster to keep you up to speed with new and fruitful campaigns.

Overcoming objections with empathy

By: Cloren
Royal (staff)

In sales, overcoming objections often requires empathy. Identify with their emotions, needs, and experiences. Objections are your big obstacle, but can also be an opportunity. To succeed, tact and skill is required.

Vocalize your understanding and empathy with statements such as "I understand how you feel. Many of my customers have expressed the same concern; however, once they tried this service, they find that it works best for them." Also, you could say, "I can understand how that might be an issue for you. Let's look at how we might get around that for you."

If we can see, feel and understand what our contact is thinking, then we will be able to influence their decision making. In sales, we need to know what our contact is thinking about and meet their concerns immediately at the door. This way if we empathize, then the door will swing open for us.

Empathy comes from caring about someone else. Be genuine and compassionate while dealing with your contacts. The best ways to go about this are to ask yourself: How would I feel if I were this person? How can I help this person?

Sometimes an objection can be a cry for help. Deep down the prospect probably wants to be a bit more convinced that this is worth their investment. Simply acknowledge and validate your contacts objections and give them a solution that will agree with both you and your client.

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

email:
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phone: (620) 443-5247
website: <http://richworldwide.com>

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