



# Rich Enterprises, Inc.

Where our business is growing your business

February 20, 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.

## Starting your marketing campaign with a bang!

By Tracy Rumsey  
(staff)



Successful campaigns are carefully researched, well-thought-out, focus on details, and are executed with precision. Planning a marketing campaign starts with understanding your position in the marketplace and ends with details such as the wording of a script.

**First**, define your product or service to your marketing firm. Give them a description of your product or service and its features and benefits in detail.

Focus on how it differs from the competition. Concentrate on

key features of your offering, including pricing and service. This will help your marketing firm to create a training package with a script that is bound for success.

**Second**, look at the geographical market into which you hope to introduce your product or service. Let that be your driving force.

**Third**, communicate with your marketing company regularly to keep them informed of your progress with the campaign. Let them know how your leads and appointments are going. If things are not moving as fast as you would like or if you would like to target a particular aspect of your company, let them know so they can adjust the approach or the contact list to reflect those changes.

**Finally**, keep an open mind when starting any new campaign. Leave room to make changes as you go because no plan can be perfectly executed. Be creative and work well with the marketing firm of your choice and you will reach the ultimate goals.

## “Sealing the Deal”

By Cloren Royal  
(staff)

### **How to Increase your closing rates once you have received your leads.**

Let's talk about how to increase your closing rate once you have received your leads. Okay, we now know that your customer is possibly interested. First, set a goal before you begin your close. Ask yourself, what exactly do I want from this person? Do I want them committed to buying today, or perhaps agree to a telephone meeting with me in the near future. Know this before contacting your client and before beginning your questions.

Now let's ask questions to strengthen their convictions, for example, “In what areas can we benefit you the most?” Consider asking for a bit more than what they would likely commit to, for the purpose of trying to get 100% of the sale and not 50%. Ask questions that prompt decision-making responses rather than open-ended responses. Decision making responses also prompt more conversations and more importantly—a decision! Other questions that might be helpful may be, “What will be our next step?”

Okay, we are getting closer to our goal at this point and now it is time to push your way through. Offer your customer details about what you will do for them. You could state, “We can have this delivered or completed for you by (this date), what would you like for me to do?” Let's give them a visual as well. Help them understand how they would feel and how it would benefit the company if they had your product/service. Ultimately, find out what you would like to know by asking, “Bob, do you think your company could use this type of service and be happy with it?” Keep a steady and flowing

conversation with lots of confidence.

You could also offer variations to give your customer options. Wait and listen for signals of ownership, such as “what we want this type.” Perhaps, “More than likely we will have \$x.xx by March to get started.”

State the agreement that you have reached. “Bob, since this is what you are looking for, and it sounds like you are happy with it, what we will do is get this within your budget and we can begin next week.” Really close the questions to confirm with your customer, “Bob, it sounds like you have already decided to go with us, am I right?” Normally before you close, if you feel you have to be pushy, it is because your customer may not want your product or service. Know that you have made good recommendations and asked effective questions.

Now you have their commitment, you can time the next call from this point. These are some helpful tools to increase your closing rates. Using some of these pointers, can guarantee success with your contacts. Have confidence and conviction, and maintain a positive attitude. You will accomplish what you are set out to achieve. So set your goals high, so that you cannot only close high ratios, but also 100% of every deal!

## New to our Rich Worldwide newsletter!!!

By Melissa Rich  
(President)



### Question and Answer section

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.

### Question for this week:

How many marketers would be working on my account?

### Answer:

If your campaign includes ten or twenty hours per week, we would prefer to have one marketer assigned to your account. Over time, our marketer would be able to gain greater insight and their effectiveness will increase. In our experience, consistency creates stronger results.

If your campaign includes twenty-five hours or more per week, we recommend having multiple marketers for our campaign. By keeping each individual's hours low, we are

able to reduce burn out rates and increase overall conversions rates.

We would be open to reviewing your unique situation to determine if the above guidelines apply to you.

**Be sure to look in the next newsletter for more questions and answers.**

## 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:  
[support@richworldwide.com](mailto:support@richworldwide.com)  
phone: (888) 443-5247  
website:  
<http://richworldwide.com>

**Join our mailing list!**

*****Marketing Special*****		Free Scripting to start your campaign off right! (coupon is not necessary- we offer Free scripting w/all programs)
Offer Expires: March 5, 2007		

**[Forward email](#)**

This email was sent to melissa@richworldwide.com, by [support@richworldwide.com](mailto:support@richworldwide.com)  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Powered by

Rich Enterprises, Inc. | 2961 Road H | Americus | KS | 66835