



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

November 13, 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!

Melissa Rich
(President)



Thanksgiving hours

Please note that in observance of Thanksgiving Day, we will not be completing any marketing or sales activities to prospects on behalf of our clients on November 21 to 23. Please do not hesitate to contact us if you have any questions. (620) 443-5247

Using Your Website Presence

By Tracy
Rumsey(staff)



To Increase Conversion rates

Conversion rates refer to the percentage of web visitors who perform a task such as completing a sales transaction or filling out a form. Conversion is an essential part of a customer system which businesses can use to track and acquire clients or customers by using their website traffic.

Most web sites have a conversion rate of 0.5 % or less. Web sites with a conversion rate of 2% are considered good. By determining a conversion strategy and online marketing plan, your website conversion rates can be increased to 5% or higher.

How do I increase conversation rates?

There are many different techniques that can be used to increase conversion rates.

1. **Personalize your website.** Add a photo of yourself to make the visitor of your site feel like they know you. People are more likely to frequent a site that gives the personal touch.
2. **Promotions.** Offer a free gift or an e-book to your visitor. Your gift should be related to your site. For example: If you are a site that offers flowers, offer an ebook on how to purchase the best flowers on line.
3. **Offer a Guarantee.** If you are offering services or products, guarantee money back if they are not completely satisfied. People are more like to revisit a site that they feel is honest and willing to back their product/service.
4. **Newsletter.** Start a quarterly newsletter. This will keep readers coming back to your site to see what you are up to. This will keep them up to speed on new products and services offered by your company.
5. **Safety.** Make sure your visitor feels confident with the website. Shipping procedures and privacy issues are a major concern for shoppers who frequently make

purchases on line. Display security certifications and guarantees throughout the checkout process.

6. **Make your site user friendly.** Visitors will enjoy using site that is simple and easy to use. Provide site keys/buttons for easy access. Try Search Engine Optimization software (SEO) to get your site out on the web with the different search engines

The bottom line is conversion is related to helping people. If you are changing your site to assist visitors ease in using your site-your conversion rates will boost on their own. Always look for ways to make your site more appealing and user friendly.

Remember your clients during the holidays

By Cloren
Royal(staff)

Your business is built on clientele that are typically repeat and loyal customers. New clients are also a major part of your success and it is important that during even the most personal and busy times of the year that you as a business owner, marketer, etc. remain in touch with your clients during these busy holiday times.

You want to keep your solid foundation established with your clients by remaining in the forefront and loyal as a service provider.

You have spent time on building your business and your job is never done in order to maintain your level of success that has been accomplished and also for higher goals. Stay in touch with a personal method and this will read as sincere from your customers and clients rather than simply trying to get more business out of them.

There are some great ways that you can stay in touch with your clients during the holiday season and some of them can be done even prior or post holiday season.

1. Emails work wonderfully. Sending a short and quick to read email message is effective. Your clients are not dummies and already understand that you are a business person and of course they know that your want for their business is always in the forefront; however, there are some very good short messages that seem more related to business.

You can send an email explaining that you are updating their mailing address or their contact information and would like a personal confirmation from them. Of course with this, you can expect a reply back and of course you have just placed yourself and your business in the front of your clients mind once again.

2. Holiday greeting cards work great. Personally, when I receive a greeting card from another business, I feel so important. I am normally surprised that with the hundreds of customers this particular business serves that I would be an individual that would receive a warm holiday greeting and it is so personal and professional to maintain a warm rapport, yet not too aggressive.

3. Of course a birthday is a holiday to most individuals; therefore you can use this time of the year for each individual client and make note of their birthday month and send them a personal greeting or message for them to receive. This is such a wonderful expression of care, loyalty and thorough review of each clients personal folder of information.

Staying in touch with your clients expresses the wonderful attentiveness that your company displays as service providers to your customers and is noted to each as pleasing. In addition, this opens the door for your clientele to have a closer relationship with you in business.

Most customers continue with their business involvement with companies that they feel comfortable with and with each "warm" effort, the more comfortable a client will be with your business organization for future times to come.

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 and we will answer your questions in upcoming newsletters.

This newsletters question:

Question: The holidays are fast approaching. Is this a good time to start a campaign?

Answer: Well.....yes and no. That certainly depends on your client base, business cycles, and industry trends. We have several new accounts starting in December. Many of them are using the month of December to complete a trial run, so that their campaigns can be in full force in early January.

We are very sensitive to holidays and will not have any campaigns running between December 21 and January 3 (unless a client specifically requests a variance). If you would like to discuss your unique situation, please do not hesitate to contact me.

Cool Tips of The Trade

By Donna
Larsen (staff)

Holiday Hours

With the Holiday season quickly coming upon us, some people will find it more and more difficult to get any type of productive activity when dealing with clients. This is completely understandable and normal. Let's face it, who really wants to be working or take the time out to talk to someone when it's just a day before a national Holiday. Today I am offering some tips and advice on how to accurately set your Holiday business hours that will be beneficial to both you and your client.

Holiday Rush- When the Holidays are here, it is of the utmost importance to remember that this is typically the busiest season for most companies. Keep this in mind if you find that you have a hard time reaching the client. During this season it is always important to be understanding to the clients current situations. Be aware that some companies may be too busy to talk until after the Holidays and do your best to accommodate that request.

Also bear in mind that a lot of clients will take off time from work during these times. It is a good idea to keep notes on each

client during this time to remind yourself of when they will be the busiest, or unavailable. (For example: Jenny L. of company X will be on vacation from Dec.1-15 or Company X will be extremely busy from November 12th- January 1st, call back after then) That way you will not become bothersome to the client.

Tis The Season- Normally you would have a set schedule or general idea of what time frame you will be calling your clients, but during the Holiday season you may find yourself having to switch this up. I have noticed that especially during the Holiday season it is best to avoid calling companies in the later part of the afternoon.

You will find that the closer to a Holiday the more rushed a company will be at the end of the day to get things done and go home to be with family. You will be much more successful calling clients in the mornings or early afternoons during this time. Also keep in mind that some companies change their days and hours of operation during the Holidays.

Be sure to note any change in hours of operation for each client. You may find that some companies extend their hours, where some may cut back drastically. It is a good idea to find out this information ahead of time.

YOUR Holiday Hours- Now that we have touched based on your clients, we come to you! We now know how to deal with the company, their possible time of operation change and their Holiday rush schedule, but now let's take a few minutes to talk about how to change your hours to properly deal with the Holidays.

I have found that it's usually best to avoid calling your client within one or two days of a major Holidays and one day after. Typically if you call during those days you will get no where. Some companies you may want to give two days or more , for those you would want to use your best judgment and any Holiday notes you may have written on the company.

Christmas, however, I usually will recommend to stop calling a week prior. Christmas is by far the busiest Holiday of them all and a lot of companies will shut done the week before or may even be busy with their Christmas parties and such. I find it most favorable to stop calling around the 20th or 21st of December and resume after the first of the year.

I do not recommend calling in between Christmas and New Years because it is almost guaranteed to be beyond hectic. Plus, taking off that time will give YOU the opportunity to spend time with your friends and family and really enjoy the Holidays.

To sum everything up just be understanding and flexible during the Holidays and you should be fine. If you find that as the days draw nearer to a particular Holiday and you are getting slower and slower, then simply stop and restart a day or two after that Holiday has passed.

It will be very beneficial to you to keep Holiday notes on each client. Don't get discouraged if you cannot reach your clients as easily as you normally do. Keep all this in mind and you will be able to have a cheerful Holiday Business season!

**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:

customersupport@richworldwide.com

phone: (620) 443-5247

website: <http://richworldwide.com>

Join our mailing list!

Start your campaign now!!!

Plan to start your test run with Rich Enterprises to see how well the program will work for your business. Then you can plan to include us in your 2008 budget. Give us a call to get started (620) 443-5247

November 26, 2007

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