



Where our business is growing your business

July 10, 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.

Professional Networking

By Tracy
Rumsey
(staff)



Networking is the process of establishing relationships with other business people and potential clients. The purpose of business networking is to increase business revenue. The best business networking groups operate as exchanges of business information, ideas, and support.

Networking is an essential skill for business people, but especially for business owners. The strong association between the entrepreneur as a person and his or her business demands create and maintain business relationships. There are many ways to network your business.

The business owner can meet and greet by attending local functions such as:

1. The Chamber of Commerce.

2. Community groups and organizations that bring business people together.
3. Volunteer for local charities and committees that will frequent events in which potential clients might attend. Make your name and face known to your community.

Take advantage of the electronic world and use the online sources readily available to build your business pipeline

1. Research your industry thoroughly and present yourself as an expert within your industry.
2. Place your business name/logo and website in every email correspondence you have with potential clients.
3. Take a leadership role and write a blog. Encourage like-minded people to become part of your business world.

Try social networking:

1. Word of mouth. Customers will generally ask for referrals from friends and family for information on competent businesses. Make certain that your customer know that you are ready to increase your customer base.
2. Associate your self with non-profit organizations. Customers are more likely to frequent a business that believes in a cause - rather than one that is strictly all business.
3. Attend holiday parties with business associates. This can be a great way to make a strong first impression with future business clients without having to be too pushy and aggressive.

A common networking mistake made by many business people is believing that networking can be turned on and off and is used only during specific functions. Networks are generally not very receptive to intrusive marketing messages from new business owners.

You must earn the right to talk about your product through participation and contribution to the community. Be consistent with your efforts. Long gaps in your participation will be noticed. If your participation conveniently peaks for the two weeks before your major marketing initiative, people will see it as manipulative and will be less likely to do business with you.

The final thought on networking should be strategic planning. As in any successful business, there is always a well thought out plan in place before execution. Remember that networking is not just about lead generation and sales, networking is focusing on the business relationship. Create value by interacting with people and it will come back to you in long-term sales and business relationships to give you the ultimate business success.

Rejuvenating Dead Leads

By Cloren
Royal (staff)

Over the course of your business span, you will generate many leads that turn to sales and some with other outcomes, such as referrals, future callbacks, or even dead leads. Many of the leads

that are acquired can become dormant and stifled in your system and may need to be rejuvenated.

Keep in touch with your client base occasionally. There are many ways that this can be done without overdoing it. Dead leads can certainly develop into active clients in the future, so they just need to be gently reminded that you are still there. Dead leads can be a significant source of revenue that is not yet tapped into. All leads have particular needs that your company may not have been able to provide.

Timing is very important in that respect; therefore, you must keep them updated frequently on your company's current services and product availability. After all, their needs may change over time and your offerings may change as well.

Leads that may be considered dead may actually be on "pause" or "hold". Many times your leads do not convert at specific times for different reasons including lack of budget for that year, lack of resources, or perhaps lack of proper employees to handle certain jobs.

Begin by gaining your client's interest again by soft approaches. Newsletters are a great way to keep your client updated.

Newsletters can be sent via mail, fax and via email. You may also include current industry updates. You can use webinars for brief presentations.

Mail-outs are effective regarding current products and services being offered. Also, telephone calls can be utilized for phone marketing to your dead leads. Again, these are just examples of ways to remind your clients that your company is still available and ready to service their needs.

Once you wake up your dead leads, draw them in. Get a deeper insight as to specifically what they are looking for. Ask valuable questions that will get directly to their goals and utilize your time and their time wisely. Adjust your questions in phrases pertaining to their industry. With these tools, your client may begin to feel like you are more familiar with their company now and will begin to share insight and their interests.

Taking these approaches toward rejuvenating your dead lead can eventually lead to more conversions and happier clients.

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 and we will answer your questions in upcoming newsletters.

Check out our new website!!!!!!

Go to www.richworldwide.com and look at our new website design!

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. 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: (888) 443-5247

website: <http://richworldwide.com>

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Offer Expires: July 23, 2007

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newsletter

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