



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

April 07, 2009

## Rich Enterprises, Inc. Newsletter Providing sales tips, industry news, and company updates

### Dear Melissa,

Rich Enterprises, Inc. provides our small to midsized 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.

## Check out our blog!!!!

Melissa, the President of Rich Enterprises posts her blog weekly. Check it out: [blog.richworldwide.com](http://blog.richworldwide.com)

## New markets:

By Tracy  
Rumsey(staff)



### Reaching out geographically

When sales start to slow down or reach their peak, owners have a tendency to think of expansion. The decision to expand into new markets can be exciting and full of challenges. How do you start the expansion process?

**First** -Decide if you want to expand your business geographically or internationally. Geographically could mean new regions or new states. There are many advantages to expanding into new markets geographically. Familiarity with the territory and knowing customers in this area might make for a quicker transition process.

Internationally would mean another country with less access to your company and products. That being said: According to the Department of Commerce, exporting your products to other countries could assist business growth by 20 percent than businesses focusing solely on domestic markets.

**Second-** What would it take to start this process? How would you go about setting up a new presence in a new area? What are the costs involved regarding time, marketing, staff and resources?

Setting up a new location for your product or services in a new state would require a large amount of capital and resources but could give you the expansion and growth needed to boost sales and company profits.

**Finally-** If your company has been successful in the United States, chances are you will be successful in other geographical/international markets as well. These types of areas have similar needs and preferences when it comes to products and services.

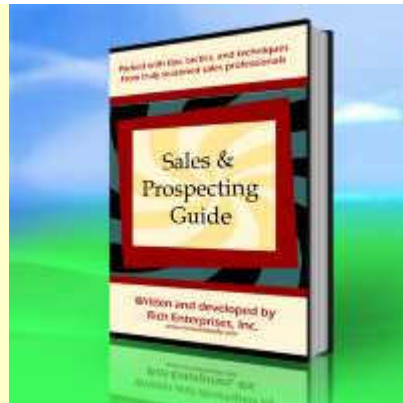
Things to consider before taking your products to other areas are the availability of similar products, the ability to manufacture products in other countries as well as the unique features of your product/service.

Take business growth one day at a time. If you have decided you want to expand geographically/internationally and you plan to target multiple areas or countries, ease into the markets one at a time.

This will give you greater control over demand, minimize potential losses for a specific market, and could generate revenue for future expansion projects.

## Announcements!!

By Melissa Rich  
(President)



### eBook Updated

We are pleased to announce that we have updated our free eBook! We have added our recently newsletter articles to the eBook. We publish a newsletter at least twice per month.

This book is the best tool available for those in the sales industry or someone looking for tips from seasoned telemarketing professionals including over 150 pages of information.

Whether you are cold calling and need to brush up on your sales techniques or need to develop new objections to get past the toughest gatekeepers

Checking out the free eBook is a great way to see any articles you might have missed.

To download: Please visit our website [www.richworldwide.com/ebook.php](http://www.richworldwide.com/ebook.php)

## Coping with Competition (specifically for sales)

By: Cloren Royal  
(staff)

Competition in sales is what keeps the economy going. Everything is for sale in the world we live in; therefore, everyone is selling something.

The best ways to cope with your competition is to set your goals high and have confidence and the belief in the product or service that you are selling. The

second, is to outperform your competitor in quality of service.

The priority for you as a salesman is to offer something your competition does not have. If your competition offers more variety or more services, then your business should not be outdone in the customer service area.

Make your business more personal and welcoming; this provides comfort for your customers when they are ready to come back and utilize your services again.

If a customer experiences enjoyment and fulfillment from your company, then they are likely to share that information with others and in turn, they are essentially doing the selling for you.

No matter what it is you sell - no matter how many or how few you sell - create that super friendly and personal environment and service. If you can sustain "1 up" on your competitor in the quality of your service, you will establish a chain of happy, referred customers that continually sell your business to others.

We understand that word of mouth is the best way to grow your business because with a great name that backs your business, your competitors will have difficulty matching your quality.

As an example, I once had a personal experience in a large, very popular grocery store chain. I had all four of my children while grocery shopping in the store.

I was pushing two completely over full shopping carts with groceries. As I completed checking out, I simply wanted helpful, friendly service that day. Actually I really needed a helping hand because with the two heavy baskets and four young children under the age of 5, I wanted assistance to my car.

I did not get help, nor did I get offered any help. That gave me a sour feeling about that store and their quality of service. I believe in the business world, if you see a customer's need, then you should help them. Shortly after, I took a very similar shopping bonanza at a smaller grocery store chain and was leaving with just four bags.

The bagger insisted on helping me out to my car. On that day I did not have any kids with me. This experience has given me an outlook on quality and friendliness. I have been back to that smaller store many times since and take fewer trips to the larger store simply due to my personal experience.

Regardless of your industry, customer service sells more products and services. Keep in mind, once your business has a positive name working for it, it will work for you. In this highly competitive world that we are trying to survive in, it does not make a difference in what product or service you choose to sell.

You must remember that there is always competition in the sales arena. What makes the key difference between your business and your competitor is the quality of service. Find ways to showcase your quality and friendliness in your business organization. This is a sure way to keep your competition on their

toes.

## About Our Company

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](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: [customersupport@richworldwide.com](mailto:customersupport@richworldwide.com)  
phone: (620) 443-5247  
website: <http://richworldwide.com>

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April 20, 2009

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