



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

September 09, 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 are excited to introduce our new blog. Melissa Rich has put together her thoughts on a blog page and would love to get your feedback-take a look:

<http://blog.richworldwide.com/>

Subscribe to our blog for emailed updates!

Use Referrals to Increase Sales

By Tracy
Rumsey(staff)



One popular technique for acquiring new business is through referrals. Building a sales pipeline through referral business can be instant sales. Why is there such value to referral business?

Referrals are usually from someone you know - Once a satisfied customer tells another person or business about your services, your sales cycle is much shorter.

Word of mouth is the best advertising available with the highest conversion rates.

Referrals are more cost effective - We don't have to advertise for referrals. This is generally done for us during a casual conversation. A sales team has a full line of expenses, while a referral from a satisfied customer has no cost.

Referrals allow you to showcase your business- Satisfied clients are the strongest sales force available. Claims from existing clients carry instant credibility and may require little follow-up.

How do you gain new referrals?

- **Clients** - If your client is happy, ask them to let their colleagues, friends, family in the business. When clients mention how beneficial your services have been to them, the referral is much more likely to do business with you.
- **Friends** - Our circle of friends can be a tremendous source of referral business. Our friends understand our ideal customer or client profile, they're better able to look around for prospective referrals for us and may provide referrals of interested prospects.
- **Future clients** - Listen for ideal opportunities to talk about your business. You may have the opportunity to talk about your offerings to someone that may not be in the market for themselves but know of someone that is. This would give you a referral for future customers.
- **Vendors** - Building strong business relationships with vendors can result in a substantial referral business. Many businesses will take the advice of a supplier due to familiarity of the offerings that are being sought and depending on your relationship, vendors may also refer new clients to you.

Some companies also offer financial incentives for referrals that turn into new business. Offer gift cards to restaurants or discount coupons to those that assist with the referral process. Referrals are more likely to remember those that showed appreciation.

Look at everyone you meet as a potential source for referrals.

Casual or business, any of your existing relationships can generate referral business.

Selling equals Problem Solving

By: Cloren
Royal (staff)

A critical success factor in business is how to market your problem-solving abilities and help people know what you can do for them to acquire a sale. First Identify the problem, analyze the problem and develop a solution.

First, begin with your customer by identifying the problem. Ask the right questions and observe all statements and emotions from the customer. Find out why your customer feels this way. Ask them to be specific about what their problem is.

Next, analyze the problem and pain points. How can I prevent this problem from happening again? How is this problem affecting my sales, and how long has this been a problem? How can I make this better so that it will improve on our success rate? You as the sales person must analyze yourself as well, determine if it your presentation or your customer service could be the potential problem.

Finally, find a solution. Getting to the bottom of the problem brings credibility with the customer and the perceived value of what you've done. If you can solve problems the customer is facing more expeditiously than someone else, the customer will appreciate the time saved.

You may need to tap into some of your prior problem solving knowledge from a previous experience, or come up with an answer on the spot. Some issues may be complicated; however, in most cases there is a solution for all things. Make the decision to create solutions and present them to customers and your organization. Being thought of as a problem solver will make for an amazing sales force.

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

Join our mailing list!

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