



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

March 24, 2009

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.

Check out our blog!!!!

Melissa, the President of Rich Enterprises posts her blog weekly. Check it out: blog.richworldwide.com

Creating positive sales climate

By Tracy
Rumsey(staff)



within your organization

In order to succeed in the sales world, we have to maintain a positive attitude. It is not an easy task to remain focused and upbeat with the constant rejections and ups and downs that come with sales.

Spreading a positive, contagious attitude takes time and effort. Many books have been written on managing and motivating people as well as training seminars are conducted on this subject every day. With that being said, very few companies succeed at creating a positive work environment.

Here are a few tips to kicking negativity to the curb:

1. Expectations-let your staff members know exactly what is expected from them. If they are to perform at optimum levels, they will need to know what falls in their job description. Make deadlines and sales goals known and attainable.

2. Know your team-get to know your sales team. What motivates them? Are they sports fans? Can you set up games that involve seasonal sporting events for contests that could boost sales and get the team excited?

Find out what makes them the sales person they are. How did they start in this profession? What is it that makes them tick? Show interest in your team. After all, they are your bread and butter. Without an active sales team, you are a small fish in a large pond.

3. Encourage- Ask opinions and input from your staff. Let them know you value their opinion, expertise and ideas. Being a big part of the team will allow staff members to be excited to come to work.

Staff members that are involved are more productive and have a higher self esteem level.

4. Acknowledgment-recognize efforts that are above and beyond the call of duty as well as those that do an outstanding job day in and day out. Make sure your staff knows how much you appreciate them.

Just because you provide them with a timely paycheck does not mean they fully understand how much they are appreciated. Say Thanks!

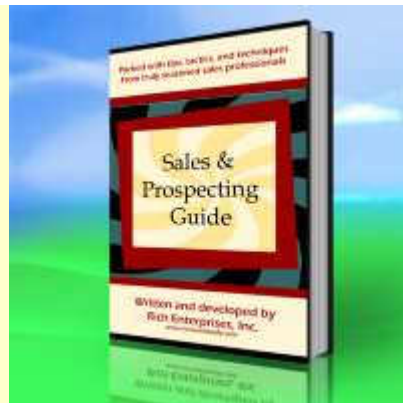
Send a letter to them that states they are the superstar of the week and offer them a reward. This could be time off, tickets to dinner, special parking place or a bonus of some sort. Acknowledging good performance and behavior will create excitement and encourage the behavior to be repeated.

Creating a positive sales climate will give business owners and managers less headaches by having less turnover and more desirable employees.

Happy sales team members are ones that are going to remain loyal and more productive. Your working environment matters- after all, your working environment is what you make of it.

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

Best kept gatekeeper tactics -

By: Cloren Royal
(staff)

Best methods for getting information from a gatekeeper

The gatekeepers job is to shield key personnel from needless interruptions. They often want to make sure that your call is important enough for the interruption. The key is to say enough to get through, but not provide too much information.

It is best to open up with a phrase, "Hi, who may I speak to that handles insurance for your business?" (Or whatever aspect of business you are addressing). If you do not have a contact name, this is fine. Typically you will be asked, "May I ask who is calling and what the call is regarding?"

Simply be short and to the point. "My name is John Smith from Mr. Jone's office regarding next quarters insurance rates." This is typically enough to get you past the gatekeeper. Now, if after all of this has been spoken and the gatekeeper will not put you through, it may be time to move on to the next call.

There are always those gatekeepers who need only your name and why you are calling to get you in the door. Others will dig and probe until they are personally satisfied. Never utilize more than a few seconds to explain the nature of your call.

You may find that if you choose to say too much to the gatekeeper, they still may not put you through to your contact person. Keep it short and sweet. You can take the call one step further before hanging up. If you find that the contact is unavailable, or if the gatekeeper will not let you speak directly with your contact then you can ask for voicemail. Simply state, "Does he/she have a voicemail?"

Do not waste time with anyone that is not the proper contact. Remember no one else can give you the results that you are seeking. If you choose to speak to someone other than your contact, before going too far into your pitch, you must be certain that this particular person is a decision maker.

Remember even though you have made a cold call on someone else's time, your time is very important too. Keep in mind that the gatekeeper is someone that you want to be very polite and friendly too, but don't sell to the gatekeeper. Selling to the gatekeeper gets you nowhere.

The gatekeeper can however, provide you with information for future calls. As an example, you can find out your contact's first and last name, and the best time of day to reach them.

Getting past the gatekeeper and call marketing in general is an art form, if you find your special technique.

It works almost 95% of the time. Remember, it is not just the words that are said, but how they are spoken.

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. 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!

****Special
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Program special! 10% off any **new** Telemarketing four week pilot program! Please give us a call to get started!! (620)443-5247

April 6, 2009

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