



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

**November 05,  
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!

## **Expectations for a telemarketing campaign**

By Tracy  
Rumsey(staff)



### Part 2 of a 3 part series

Every marketing calling campaign starts with expectations regarding the results and what that particular business believes the outcome should be in order to be considered a success. Here are details on the points listed in the previous newsletter dated October 21, 2008.

**Point 1. Calls per hour**-How many calls per hour are considered productive? When looking at the total calls made in one day, you will need to take in to consideration: Are you reaching the decision maker and are you leaving voicemails? Is the marketer making follow-up calls?

Are they attempting to reach the same contact multiple times per day to accommodate the schedule of the contact? Are they reaching the presumed contact and being directed to another? Calls per hour are rarely black and white. When you look at the daily calling results, you will need to a look at the entire calling picture.

Rich Enterprises averages 15-20 calls per hour, but it does vary with each account. . We take into consideration multiple factors. We base our total calls per hour on an average of total calls made throughout the week - rather than upon one day.

Numbers - CPH(calls per hour) too high may indicate a problem. It may indicate that there 35 attempts per hour but decision makers are not being reached. Low CPH (such as 10 calls per hour) may indicate that there are in-depth conversations that are taking longer or it may indicate a problem.

**Point 2. Market/industry** - What is the sales cycle for your industry? Does the industry you are calling buy or use services as needed or is this something that is done budget year only? Is this a small or large financial investment? Companies can take several months or years to consider large investments; while small purchases can be made quick and easily.

When marketing to certain industries always take into consideration the time of year to contact them. If they are in the retail industry, it would not be a good time to contact them during the Christmas holiday season.

Their busiest selling season will allow them to have the funds/budget available to purchase products or services but will not have the time needed for a business sale. Contacts made now may not turn into leads this time around but might be leads at the beginning of their sales cycle the following year.

Long term call backs can be considered leads. Building a rapport with clients is the start of along term business relationship.

This is article 2 of a 3 part series. We will go into more details on point 3 and 4 in the next article dated November 18, 2008.

Announcements!!

By Melissa Rich  
(President)



### Release of our free eBook!

We are pleased to announce that we have released our free eBook!

Each section includes a wide variety of articles.

Best of all - the eBook is free to download! We hope that you enjoy the contents and look forward to your feedback!

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

Table of contents is:

- Letter from our President
- Contact list and target markets
- Reaching the correct contact
- Scripting and cold calling techniques
- The art of selling
- Overcoming Obstacles with strong rebuttals
- Utilizing and distributing marketing collateral
- Managing Sales programs and sales staff
- Marketing techniques
- Final thoughts

## FTC's Do Not Call Regulations

By: Cloren Royal  
(staff)

All marketers should be aware of the B2C Do Not Call Regulations. The attention should be focused on how we must comply, exemptions, certain business and certain calls.

First, the telemarketing regulations are specific to a plan or program, or campaign to induce the purchase of goods or services. Any request for removal from the calling list must be honored for five years. Any affiliated entities are included in that regulation.

Calls are not allowed to be marketed to any emergency telephone line, no guest or patient room in a hospital or elderly home, a paging or wireless phone service, or commercial mobile radio service or any place where a person will be charged for the call.

Some exemptions to the regulations include non-profit charitable organizations, survey calls, and political polling calls are not covered by the definition of "telemarketing" or "telephone solicitations". Additionally other situations where there is an exemption from the DNC regulations would be if you are calling someone you have an established business relationship.

If you are calling consumers from whom you have received written permission to call is also included under that exemption. Existing relationships with

consumers are typically exempt for a period of 18 months.

Most phone calls between a telemarketer and a business are exempt from the Rule; however, business-to-business calls to introduce the retail sale of nondurable office or cleaning supplies are covered under the DNC rule.

Fines for violations can be as high as \$11,000 per phone call. Compliance is vital to your organization. For more information, please visit [www.ftc.gov/donotcall](http://www.ftc.gov/donotcall).

## 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>

Join our mailing list!

\*\*\* Special \*\*\*

Program special for new clients! Free set up; Free contact list (if based on standard factors) and Free scripting. Give us a call to get started!! (620)443-5247

November 17, 2008

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