



*Lead generation Appointment Setting Teleprospecting  
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May 19, 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.

## Business and the Social Network

By Tracy  
Rumsey(staff)



Modern day business offers opportunities for marketing via the social network. The social network was exclusively for teen-agers in the past, but today it is being used by companies as a business tool to seek out new customers and clients.

Businesses of all sizes are finding uses for Facebook, LinkedIn, Plaxo, MySpace and Twitter. Is it good for business to participate in a social network that is not exclusive for business?

What are the pluses and minuses for businesses on using this style of communication?

### Plus

1. Businesses can keep in touch with employees and colleagues - as well as gain new customers/clientele by updating their profile.
2. Companies are using these types of networks for attracting talent for their business. What better way to reach out to talented staff members than putting out the word you are in the market to fill an open position.

3. Employee opinion or input. Social networks allow people to post or blog. This gives them free rein to offer their opinion without repercussions.

### **Minus**

1. Content. With free rein with your staff members and colleagues, you have no control over what is posted or blogged about. Damaging content could hurt businesses if corporate secrets leaked out for public viewing.
2. Privacy issues. How can you keep the proper business/staff working etiquette if supervisors have staff members on their top friends list?
3. Companies that use this type of networking are sending a message to staff that is ok to spend time on their personal site which might reduce productivity on the job. Excessive personal use might limit computer resources for companies that depend on it

If you choose to use a social network, establish clear concise company policies before problems arise. Make it known that by signing a confidentiality agreement, you cannot give out company secrets to anyone nor can you post on public sites.

Separate personal pages and business discussions. Invite staff and others that are part of your business world to participate in private chat rooms that are exclusive for selected members. Add webinars and other on-line meeting sites to limit the amount of information posted on your company.

Use the social networks available to post questions and answers about your business. Create links through your social site to your blog or website. Posting in a more public atmosphere can keep up the buzz in your industry. Using this type of marketing allows you to network with like-minded people.

## **Series: Types of Buyers**

By: Cloren Royal  
(staff)

### **This article is part 2 in a series of four articles**

Part 1 covered the three types of buyers and this article provides information regarding emotional buyers.

Selling to someone that makes decisions based on their feelings is easier than selling to someone that uses logic only. Your sales approach may not have to be quite as strategic as with logical buyers. You simply can explain to your buyer why they need this product or service and then connect to their emotions.

Get some insight into your buyer's feelings. The best way to connect with an emotional buyer is to tune into the signs the buyer is giving off. Listen to your buyers feelings and tone in their voice. Find out what they seem to express the most passion and concerns. Learn this quickly about your buyer and you can control the sale.

Emotional buyers need to feel good about their purchase. An emotional buyer may not be completely sure how or where to utilize their new purchase, but they need to make sure that what they are buying has some purpose. Feelings come over the buyers, such as, "this would go great in the office", "I love the color and

the texture, and I must have this."

Sometimes these types of buyers are not sure how, where or when they will use the product. Often the buyer gets excited and buys today, but makes a decision on what they will do with it later. The buyer wants it now and saving time is a plus too. They want to hear all of the reasons that they should have the product or service as a final confirmation to help make the decision.

Depending on what you sell, the key to success is to make your buyer trust and feel comfortable with you. Remember to share with the customer why they want or need this item and it will create a stronger urge.

Most importantly, create a feeling of contentment and gratification. Remember that sales will come with your buyer's trust. With time and experience, you will learn that the way to build trust is to deliver a nice calm tone and understanding and you will gain more sales.

The next article in this series will cover "Logical Buyers".

## 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.richerm.com](http://www.richerm.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

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