



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

August 04, 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.

Announcements!!!

New Video for Rich Enterprises

We have a new video available for download. It provides information on how to get started with Rich Enterprises. Here are a few of the topics covered:

- What is sales outsourcing?
- How will outsourcing increase sales?
- What are the factors for success?
- Who is Rich Enterprises?
- Who is the staff for Rich Enterprises?
- What services are offered?
- What are the next steps?

Take a look for yourself!!! [RichworldwideVideo](#)

Program Manager Roles and Responsibilities

By Tracy
Rumsey(staff)



When you begin a new program for a company, you will be working directly with a Program Manager. What exactly is a Program Manager? What are their responsibilities? What can you expect?

A Program manager is the person that handles the day to day activities for your account. The Program Manager oversees your program to ensure that activities are carried out in accordance with your specific specifications/ qualifications.

Here are a few of the tasks that might fall under the job description for program manager:

1. Coordinates schedules of working team members. The program manager will be the person to set up scheduled time for staff members to work the account based on budgeted and allowed hours.

2. Coordinates interdepartmental functions in order to minimize delays in account progress. This might include coordinating conference calls or webinars to further train staff as to the offerings and services of the company account they are working.

3. Trains staff members for accounts-meets with program team members on a regular basis to review daily and weekly results. Offers training and tips on how to boost production as well as assists with script changes and common objections to enhance program needs.

4. Monitors reporting-reviews daily reporting and reports to head managers or to ensure account is moving in a positive direction.

5. Sends out daily reports for accounts-The Program manager is the person you will receive daily reporting from. They are the go between for the staff and the owner of the company as well as upper management of the telemarketing/marketing firm.

6. Program development and refinement-The Program manager essentially oversees all aspects of the program and continuously makes suggestions for improvement.

A program manager is an individual that is creative, able to adjust to many different situations, and quick on their feet. They will have a positive, patient attitude about them and can act as a team member with many different hats.

The Program managers are going to be someone that has worked as a telemarketer and fully understands the day to day workings of a successful campaign.

The program manager might be an adviser to a team or team member. They will also ensure projects are completed on time and within budget as well as develop solutions to program problems.

The success of a campaign fully depends on a qualified program manager to

cement together all aspects of the program - from inception to success.

Overcoming Objections in a Tough Economy

By: Brenda Wenzel
(staff)

It seems like all we hear about in the news these days is how bad the economy is. News about company closings, bankruptcies, bail-outs, layoffs and lack of consumer spending are enough to dishearten the most optimistic salesperson.

If you seem to be getting more "recession-objections" these days while calling on clients and prospects, and feel like our tough economy is hindering your sales efforts, then I challenge you to look at those objections as sales opportunities, and respond accordingly.

Handling objections is just part of the sales process - - - in a good or bad economy. I've been wondering if our bad economy just makes for an "easier" objection on the part of the person you're speaking with?

The best way to overcome objections is to avoid them in the first place. Since, that's not always possible, I look at objections as an opportunity to learn more about your prospect and position yourself for a sale - if not now, then in the future.

Understanding the objection in the first place is critical, and determines how you respond. It's my opinion that objections really boil down to three types:

- **Legitimate** - some prospects are truly not qualified, and don't need your product or service
- **Avoidance** - some people just doesn't want to deal with you and your call right now
- **Uneducated or misinformed** - the prospect has a preconceived idea, or just doesn't know how your service can help them

Nearly always, objections can be addressed by highlighting some aspect of your product or service that "answers" the objection. For me, today's tough economy means I have to sharpen my listening skills, so I can be sure I'm getting to the "heart" of the objection and truly understand it.

Open-ended questioning (see last week's column) help's me "peel apart" the objection to determine what the "true" objection really is.

For example, on a recent call, the decision-maker first said they really didn't use the service I was calling about, and they didn't have the budget anyway.

However, by the end of the conversation, I found out the true objection was that everyone's energy was focused on a major company website overhaul - - - the key person really just didn't want to deal with one more thing right now. We ended the call on a friendly note, with a scheduled touch-base call when this major project is closer to completion.

Here are a few "rules" that help me when handling most objections:

- **THE CUSTOMER IS ALWAYS RIGHT**, even if they are not
- **NEVER** argue, interrupt or assume you know how they are finishing

their response . . .

- ALWAYS listen patiently, attentively, and with focus - in order to determine the true objection .
- REPHRASE their objection and say it back to them; many times, it won't seem like an objection any more, and it will prompt the other person to "answer" back with more information .
- ALWAYS end on a positive, friendly note, regardless of the conversation
- NEVER take an objection personally

Remember, every day/week/month/quarter/year/cycle/etc. is another sales opportunity, so be cautious about accepting objections, unless you've done the work to determine they are legitimate.

If you are knowledgeable, enthusiastic and confident about your product, confident in yourself, honest, listen closely, and use open-ended questions, you will be able to overcome objections, even in a tough economy. And if you can not, be sure to use those objection "opportunities" to schedule further discussions.

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.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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Join our mailing list!

phone: (620) 443-5247
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market analysis***

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August 17, 2009

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