



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

August 18, 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!!!

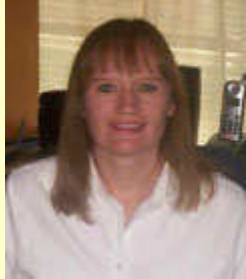
New Video for Rich Enterprises

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](#)

Humor and Sales



All experienced sales people have certain styles and tactics they like to use for success. One powerful tool that is used quite often is the power of humor. Using humor in your sales pitch creates a positive attitude towards your offerings giving your customer acceptance of a product/service that might not otherwise be considered without the lighter approach.

Not only are you in the market to sell your product or service, but you are in the market to sell your ideas of how this will benefit the customer. Funny slogans are ideal for setting the mood for sales: "The Summer Sales are Really Starting to Heat up!" or "Check out our Vacuums, they Really Suck!"

Appropriate and Inappropriate. Carrying on a jovial conversation is much more pleasurable than a stuffy sales call. Improve your humor skills to give yourself the persuasive boost that a good laugh offers. Using humor can be a great tool when used with limits. What is considered appropriate and what is truly inappropriate for sales?

Appropriate jokes:

1. **Economy based jokes**-everyone is affected by the economy whether it is personal or in business. We all feel some effect.
2. **Business**-this is our field and making light humor can make the day better for all. Your customer may not think your joke is funny but will remember you and the impression you made by sharing.

Inappropriate jokes:

1. **Politics**-one never knows the beliefs of the customer or client. Don't open this can of worms and avoid all political humor.
2. **Sex**-the workplace and making sales calls is never a place to use sexual humor.

Famous Quotes: Use humorous quotes from famous people to break the ice:

- Work for the fun of it, and the money will arrive some day-**Ronnie Milsap**
- It's a recession when your neighbor loses his job: it's a depression when you lose yours-**Harry Truman**
- The secret of life is honesty and fair dealing. If you can fake that, you've got it made-**Groucho Marx**

Studies show the value of humor in getting your client to pay a higher price. They found that when the seller used jokes and humor, the buyer was willing to pay a higher price.

Humor is a form of distraction. By using humor, you are focusing the customer's attention on the joke of the ad and they almost forget why they have been contacted. In the end, they will remember the product/service name and will go out to buy or order services.

Color Schemes Influence Business Success

By: Brenda Wenzel
(staff)

Color and its influence in business are sometimes overlooked in the course of our daily routines. Color can be used to set a mood, influence decisions and improve your work performance. Subconsciously, color affects many of your daily decisions.

We've all used colors to "influence" certain situations in life. Think back to your entry into the "working world" . . . What color did you wear to an interview? What color was the interviewer wearing? What color paper did you print your resume on? How do you feel when you enter your office? What color did you use for the last party invitations you sent out?

Research done on color and consumers indicates color is the most important factor influencing a consumer's purchase. Research also shows the buyer makes a subconscious decision in 90 seconds, and color is the biggest decision-making influence for most people. For detailed research study facts and figures, read the article from Jill Morton, "Why Color Matters," colormatters.com, (accessed August 17, 2009)

Thinking back to your first interview . . . I'd guess you may have worn a black or blue suit, possibly with white as an accent? Black evokes a serious and strong tone, along with style and class, and of course - power. Blue is restful and calming, and expresses loyalty, honesty and integrity; thus the expression "true blue". A darker blue-gray can come across as somber, like the expression "feeling blue" denotes.

White enhances whatever color it's paired with and reflects light. Off-white gives more warmth to the warm and pastel colors it's paired with, while a bright clean white gives crispness and clarity to richer colors. The "power tie" for interviews and meetings is usually thought of as red. Red is a powerful color - exciting, and stimulates the strongest emotional response of all the colors.

Now, take a look at a recent newsletter, a book on your shelf or the walls in your office. What colors do you see - some of the colors we just talked about, or others, like orange or yellow? Do you see any green, brown or purple? All these colors can be used for marketing and business material, but you need to use them at the right time, in the right amount. Orange is an "enthusiastic" color.

Yellow, is a "bright" color; it makes you think of sunshine, brightness, light, comfort and is an optimistic color. Green is an "earth" tone; it brings comfort, soothes and relaxes. A darker green is considered conservative and traditional, while some new lime and neon greens are considered energetic, fun and playful. Brown is another great color from nature. It is known for feelings of stability and security.

Lighter tones are quiet and conservative, while richer tones evoke balance and strength. How many of us love cocoa or coffee? Along with the warmth those beverages bring our taste buds, the deep brown colors add to the hearty and comforting feeling we get when we drink them. Purple makes one think of royalty - luxury and wealth. It's a sophisticated color which can be a majestic combination or accent to yellows, oranges, and warm earth tones.

For a great chart and summary of colors and their suggested meanings, read the

article by Chris Johnson, "Using Colors to connect With Your Audience,"
Sessions Online School of Design,
http://www.sessions.edu/career_center/design_tools/color_calculator
(accessed August 17, 2009)

Strategically using color in business and your personal life is all about choosing the right colors to reflect the mood or outcome you wish to achieve. Think about your project at hand - - a newsletter, mailer, your office walls or your interview suit. Now, think about the audience you wish to "influence". Lastly, pick the most likely color(s) to evoke the outcome you are looking for. Experiment with different color combination's, different shades and different tones and see how consciously using color in your business can affect others and influence outcomes.

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!

*****Free
Webinar*****

Free webinar regarding "Managing a telemarketing team". Limited to 15 attendees. (620) 443-5247

August 31, 2009

FORWARD EMAIL- If you would like to share the content of the newsletter with a colleague, please feel free to forward our newsletter

✉ **SafeUnsubscribe®**

This email was sent to melissa@richworldwide.com by customersupport@richworldwide.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Rich Enterprises, Inc. | 2961 Road H | Americus | KS | 66835