



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

September 01,  
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](#)

## Concise Cold Calling Conversations



## Starting Lines

The game of sales is one with major obstacles when cold calling. The first call is the hardest. First impressions matter and we need to make the most of the 30 seconds we are given to share: who (who we are), what (what we have to offer) and why (how it will benefit the customer) we are calling.

If we cannot peak their interest in 30 seconds, we have literally lost the sale. What is the best way to approach the customer in cold calling? Find opening lines that work for you.

Choose your opening lines carefully to differentiate yourself from the long line of sales reps calling the same clients and prospective customers.

### Here are a few examples:

1. **Thanks for taking my call.** Let the customer know you realize they are busy but really appreciate them giving you just a few minutes of their time.
2. **Open with your name:** For Example: This is Tracy with XYZ Company and I am calling to find out if you are aware of my product or service?
3. **Updates.** Hi Mr.XXX, I am calling to give you the latest updates on our service. When can I stop by to see you to discuss and let you know how they will benefit you and your firm?
4. **The reason I am calling.** After you state your name and company, get to the point. The reason I am calling is we have developed XYZ and I know it will benefit you and your company this way. I am sure I have caught you at a bad time, can I stop by to see you on Tuesday?

There are no cookie cutter ways to open up a conversation. Let the conversation flow naturally, depending what is said after the contact answers the phone. Do not read from a script, do your best to come across natural, confident and always smile.

Everybody in business knows how hard it is to make cold calls. If you keep your sales tactics natural and genuine, most prospective customers will at least hear you out for a few minutes anyways.

### Here are a few tips on preparing for your cold calls:

1. **Do your homework-** profile your prospects which will increase your conversion rates. Take the time to research the market your are calling to verify the need for your product or service.
2. **Time.** Tell your contact up front how much time this will take. We are all busy and getting to the point of the conversation quicker will give you the respect needed in building rapport.
3. **What do you want to hear?** Put yourself in the shoes of the contact. What information would you want to hear/not hear if you are the other end of the call?

Remember the name of the game is sales. If you choose your opening line correctly, the rest of the conversation will go smoothly. With sales, every closed

door is an unopened opportunity.

## How to Find Your Business Niche

By: Brenda Wenzel  
(staff)

What type of work do you love to do? Is there a product or service you are passionate about? Who are your customers? What is it about you and your business that makes you special from everyone else?

If you are considering starting a new business, or adding products or services to your existing business, you need to have answers to these questions. If you can't answer these questions immediately, you have some work to do before launching your new idea, or you are destined to fail.

Many hopeful business people get wrapped up in the technical details of their business plan - - - marketing, cash-flow, sales projections - - - they may miss the most important first step of any plan; finding their business niche.

My old college Webster's dictionary defines a niche as "a place, employment, or activity for which a person or thing is best fitted". Answering the questions I posed above is the first step in finding your special place in business, and determining your own personal niche.

A niche is a focused topic rather than broad. For example, "trucks" is a general topic, while "medium-duty, four-wheel drive, off-road truck" is much more specific. Another general category is "flowers", and a targeted sub-category is "August-blooming, yellow, fragrant flowers".

You do not want to be figuring out your niche after you've launched your new business or added that new product that seemed like a good idea. Do not wait until your business faces a slow-down or your sales pipeline is running on empty before defining your niche.

After you've answered those questions above about what makes you and your business special, you can then translate those qualities into what the market wants and needs.

One of the best ways to do this is to ask your repeat customers why they do business with you - - - try to get feedback on your skills, service and what their favorite thing or deciding-factor is and why they come to you.

Here's also a great opportunity for you to get client feedback to use as testimonials as you promote your business.

If you don't have existing customers to turn to for feedback, then market research will help you. Research your desired clients and find problems in your targeted area. Or, call your competition and find out if they offer the product or service you'd like to launch as your niche.

Regardless of the type of business or service you offer, new or existing; doing your homework and defining your niche before launching that new idea will give you the advantage in your marketplace when you are able to offer something unique compared to everyone else.

## 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!

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