



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

September 22,
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](#)

Internet Research to Supplement Cold Calls



All companies that start a marketing campaign will use a telemarketing list that is purchased from a list provider.

There are providers in the industry that sell current marketing lists for every industry. Telemarketing lists can be purchased using many different qualifying factors including:

- Employee Size
- Job title
- Geographical location
- Revenue
- SIC codes (Standard Industrial Classification)
- Business Description

The list acquired might provide names, titles, phone numbers and maybe an email address. The quality of the telemarketing list that is used in a marketing campaign can 'make or break' a campaign.

The list purchased might be rather dated and the information may need to be updated. Here are ideas on how to supplement your cold calls with fresh information.

Visit the website of the company you intend to contact to search for information that will assist with the sales process. Here are a few places on a company website that might provide information:

- 1. Contact us-** The contact us page will list information such as company name, address, fax number as well as a general email address.
- 2. Our company-** This section will provide information on Leader bios. If you are seeking a certain contact title such as CIO, CFO, VP and President, this is the place to find information. This section might also give history on the company.
- 3. News-** The section for news will give the latest press release. If you are contacting a company about a way to use their new product line, this gives you up-to-date company information.
- 4. Product and services.** This section can give you a breakdown of products and services offered by the company you are calling. Only the larger firms will have this section.
- 5. Investor Relations-** This section could give companies that are in the financial business information that would allow them to seek programs for investors or stock portfolios. Smaller companies typically do not offer a section for Investor relations.

Taking the time to do your homework on companies might slow down the actual calling process but will make the overall calls more productive. Any type of information harvested from a company website puts you ahead in the game of sales.

Using Business-Building Testimonials

By: Brenda Wenzel
(staff)

If you are a sales professional struggling with tougher times, I challenge you to revisit using testimonials in your sales efforts. Testimonials are powerful tools to add to, or restock your marketing tool chest with, for using in your marketing materials or sales calls.

Have you ever had a sales call from someone trying to sell you a product or service by "name-dropping"? Did that experience sway you toward or against the purchase?

How would you feel if instead you read or heard a positive comment from a satisfied customer? Would it influence your decision? Some folks think "name-dropping" is equivalent to a testimonial, but testimonials are so much more, and can sometimes even make or break a sale.

In my self-employment experience, it was a sure turnoff to me if a salesperson "name-dropped". To me, this was equivalent to the salesperson telling me how great the product was.

Yes, that is our role in sales - to promote what we are selling - but I perceived this salesperson as bragging. Since perception is usually reality, what I perceived as bragging made that person and their product less credible. Rather than "name-dropping", that salesperson would have been more successful with me, had they used a testimonial from a happy customer.

Testimonials are so much more than "name-dropping". To remind us all what testimonials really are, I'll go back to the basics, and refer again to my Webster's dictionary. Used as a noun, the word "testimonial" has several meanings - - - all applicable to sales professionals and helpful to the sales process.

To paraphrase, Webster's "testimonial" definitions include:

1. Evidence;
2. A statement testifying to benefits;
3. A character reference or letter of recommendation;
4. An expression of appreciation or tribute.

If I would read hear a satisfied or customer tell me about the benefits they've experienced - basically the same information, but in a different way than the bragging salesperson - I would be more inclined to believe the customer.

Their comments would alleviate some of my doubt and make the product or service more credible. A testimonial would also provide me a reference I could check if I wished. Who would be a more believable reference for you - the happy customer, or the bragging salesperson?

Using testimonials in your marketing efforts will help you ease potential skepticism your prospect may have, and build your credibility, especially if you are a newer business without a long-standing track record.

The best source for testimonials is your customer base. Any time you hear a

positive comment from a customer, ask if you could quote them for a short testimonial. Most customers will be happy to help you, especially if you say it will be short.

Accumulate these testimonials. Collect positive statements about your people, products, services, store, customer experiences, and anything else that applies to your business.

If you would enjoy reading about some actual marketing experiments and research about how testimonials can affect credibility, read this article from marketingexperiments.com, "Using Testimonials Effectively", <http://www.marketingexperiments.com/improving-website-conversion/using-testimonials-effectively.html> (accessed September 10, 2009)

Don't be afraid to brag about up your business, and have fun doing it, but do it through your satisfied customers, using their testimonials.

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
Scripting
Analysis***

Are you currently working with another company or have your own inside sales team? Contact us today for free scripting analysis to determine if your scripting could be more effective. (620) 443-5247

September 28, 2009

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