



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

October 06,
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](#)

Businesses and remote staff



Many businesses today are moving towards hiring remote staff. Many large employers are now offering work-from-home days as an incentive, and others are offering exclusively home-based positions.

Companies as diverse as American Airlines, TDS Telecom, 1-800-FLOWERS, Sprint and Xerox have programs that allow workers to telecommute or hire workers specifically to work from home.

What are benefits/pros for businesses?

- **Overhead-** Companies that use work from home staff are not required to maintain buildings with daily expenditures for energy, equipment and other daily operational costs.
- **Salaries-** Hiring home workers can change the contractual responsibility from employee to contractor. Companies are not required to offer large salaries or benefits causing a huge reduction in costs.
- **Broad range of talent-** When hiring staff members that work from a remote location, companies can reach out to a larger pool of qualified staff. They are not restrained by geographical boundaries.

Cons for businesses

- **Verification of working hours-** It can be difficult to verify your workers are working as they claim. Keeping daily interaction with staff will help reduce the uncertainty of time worked.
- **Downtime-** When staff is unable to perform due to equipment issues, weather problems such as electricity and other unforeseen complications, it can be tough on deadlines for the company
- **Security-** Companies often find that remote staff can cause security issues with privileged information and company secrets. It can be more difficult to provide Internet security to remote locations.

What are benefits for home workers?

- **Flexibility-** Working from home gives employees scheduling opportunities that they would not have access to with a job. Employees are able to take off for appointments, school functions or just mental health days without losing work time.
- **Costs-** Home workers have major cost reductions with clothing, commute expenses as well as daycare costs and lunches.
- **Live anywhere-** Remote staff can live in any geographical location. All that is needed is access to the necessities needed for work-telephone and an Internet connection.
- **Salary increase-** Working as a contractor gives you the opportunity to work for more than one company therefore increasing your income.

Cons for the home worker

- **Time management-** Not everyone is cut out to work from home. Home workers must possess strong time management skills and

dedication to be successful. It sounds glorious to work from home in your pajamas but those that are successful in this field treat this position as if they were in the office setting.

- **Interpersonal-** People that need the office drama and social interaction might feel lonely in a remote worker position. They will have to work harder to keep in contact with other co-workers.
- **Equipment-** Home workers are responsible for all aspects of your job. Home workers are required to provide equipment (computer, printer), telephone as well as Internet connection to keep connected with work. For virtual employees, some of these necessities might be provided by the company but the basic office set-up will be the responsibility of the home worker to maintain.

There are many benefits to both the company and the home worker. Not all jobs can be done from home. The jobs that are successful can be anything from customer service to nursing to clerical to telemarketing to IT.

Remote staff can be the deciding factors for workers and for companies seeking new avenues to cut costs and retain top talent.

Personality Traits of Talented Telemarketers

By: Brenda Wenzel
(staff)

What type of person do you think makes a good telemarketer? Is it the person who is always "bubbly", the person you can "hear" smiling on the phone, the laid-back person who can "go with the flow", a combination of all these personality traits, or something else entirely?

Having worked in the telemarketing industry for years, I've compiled my own personal "Top 10" list of personality traits, in no particular order, that I believe are necessary to succeed at marketing goods or services via the telephone.

Compare my list to your own ideas of what makes a great telemarketer. In my mind, a successful telemarketer:

1. Has a "smile" in their voice;
2. Is enthusiastic, bubbly and happy;
3. Always treats the customer or prospect as "right", even when they are not;
4. Understands their product or services;
5. Is comfortable talking with people on cold-calls;
6. Doesn't interrupt and is a good listener;
7. Is professional;
8. Courteous;
9. Doesn't let anything "rile" them and keeps their cool;
10. Possesses the ability to ask open-ended questions and adapt when conversation veers from script. (See my article, "Jump-Start Your Sales Efforts Using Open-Ended Questions", Rich Enterprises, Inc. Newsletter, July 22, 2009.)

In an article originally published in Business 2 Business, May 2006, by Ira. S. Wolfe, "[Sales Personality Tests: What Makes Salespeople Tick](#)", [Success Performance Solutions](#), (accessed October 1, 2009), Wolfe discusses research done on using personality tests for hiring salespeople.

He also discusses "The Big 5 Personality Traits" and how they can be remembered by the acronym OCEAN, which represents:

- **O**penness to Experience - A salesperson that's open to new experiences will thrive in a changing market.
- **C**onscientiousness - A bubbly, spontaneous person needs to balance this with conscientiousness in order to be successful at the administrative side of their sales job.
- **E**xtroversion - A good trait to have, but temper enthusiasm with good listening skills.
- **A**greeableness - Being agreeable is good, but a person who is too agreeable, and tries to avoid conflict, will have difficulty closing a sale.
- **N**euroticism - A reasonable level of neuroticism will energizes a salesperson; too much may wreak havoc. Wolf says in his article, "Perseverance and resilience - two traits absolutely necessary when you're talking about commission-based sales - are linked to the neuroticism trait."

In Wolfe's article referenced above he states, "What it comes down to is this: Single personality traits do not predict performance but combinations of personality traits do. More specifically, unique combinations of personality traits working together predict an individual's natural ability to succeed at certain work-related skills."

Bottom-line, each of the personality traits in my "Top 10" list, or Wolfe's "Big 5" list above cannot predict a telemarketer's success. However, a healthy mix of several of these traits will boost your telemarketing success and strengthen your sales efforts.

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>

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count***

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