



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

October 21,  
2008

## 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!

Melissa Rich  
(President)



We are excited to introduce our new blog. Melissa Rich has put together her thoughts on a blog page and would love to get your feedback-take a look:

<http://blog.richworldwide.com/>

Subscribe to our blog for emailed updates!

## Expectation for a telemarketing campaign

By Tracy  
Rumsey(staff)



Every marketing calling campaign starts with expectations regarding the results and what the outcome should be. What should you expect for leads per hour with a new calling campaign?

These factors come into play when looking at results:

<BPoint 1. **Calls per hour**-How many calls per hour are considered productive? When looking at the total

calls made in one day, you will need to take in to consideration: Are you reaching the decision maker and are you leaving voicemails?

Typically calls per hour can be on the average of 15-20 per hour and this will factor greatly into leads per hour. If you are not able to make the calls necessary to reach the specified decision maker, you will not have success with leads.

**Point 2. Market/industry** - What is the sales cycle for your industry? Do you buy or use services as needed or is this something that is included budget year? Is this a small or large financial investment? Companies can take several months or years to consider large investments; while small purchases can be made quickly and easily.

Contacts made now may not turn into leads this time around but might be leads at the beginning of their sales cycle. Long term call backs can be considered leads. Building a rapport with clients is the start of a business relationship.

**Point 3. Leads or appointments**-Are you interested in leads or appointments? Leads per hour can typically be 1 for every 2 hours of dialing. Appointments can be 1 for every 4 hours of dialing.

Many factors come in to play such as geographical area, sales cycles, and the level of contacts being reached based upon their title or role within the company. Upper management tends to be tougher to reach; therefore, it is more difficult to achieve results.

**Point 4.** Distribution of marketing materials- Are you able to provide strong documentation regarding your products or services with every email/fax or US mail package?

Strong marketing materials puts your information in front of those that may not have a current need but might have one later in their budget year. Mass mailings can be a good way to boost leads by using email/fax or traditional mail-outs. This is more cost effective than a calling campaign and can have clients calling you to do business.

All of the factors mentioned above can be considered progress with leads or appointments per hour. Sales processes come in many steps and using all of your resources will ensure success with both lead generation and appointment setting.

This is article 1 of a 3 part series. We will go into more details on point 1 and 2 in the next article dated November 04, 2008 and point 3 and 4 in the newsletter for November 18, 2008.

**Announcements!!**

By Melissa Rich  
(President)



## Release of our free eBook!

We are pleased to announce that we have released our free eBook!.

Each section includes a wide variety of articles.

Best of all - the eBook is free to download! We hope that you enjoy the contents and look forward to your feedback!

To download: Please visit our website [www.richworldwide.com/ebook.php](http://www.richworldwide.com/ebook.php)

Table of contents is:

- Letter from our President
- Contact list and target markets
- Reaching the correct contact
- Scripting and cold calling techniques
- The art of selling
- Overcoming Obstacles with strong rebuttals
- Utilizing and distributing marketing collateral
- Managing Sales programs and sales staff
- Marketing techniques
- Final thoughts

## List of Factors that require you to adapt

By: Cloren Royal  
(Staff)

Adapting to a different scenario in dealing with customers is an important part of sales. Not all concerns and needs are the same for individuals; therefore, we must make the adjustments to meet those needs in a particular situation.

You have more than one type of buyer. Some buyers want the best deal or the lowest price and complete extensive research before making a decision. Others make their decisions quite quickly based on the information at hand with little research time. There are also buyers that "want a lot for a little." Often you will encounter buyers that have had bad experiences with similar services.

No matter what the variables are, the sales team must be able to understand their issues, questions, urgencies, budget, time, etc. and make believers out of them. It comes down to making your buyer feel good about their purchasing decision. Often as sales people, we don't have the answer right away, but there is one constant.

We must always have compassion and an understanding of the buyers concerns. We must ease the consumer's minds, concerns, and hesitations. The objective is to "smooth things over" to put minds at ease and next, you can move forward. Adaptation in sales comes from experience. With each and every call, new and unique ways to adjust and conform to varying issues will

emerge. In the end, the majority of consumer issues will have a satisfying solution.

## 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>

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October 31, 2008

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