



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

October 27,
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](#)

The use of Sales Quotes

By Tracy
Rumsey(staff)



All sales people, whether they are famous or just the average Joe use different methods of motivation for success. Reading quotes can be refreshing as well as motivating.

Why do some quotes make the famous list and others remain with unknown authors? The readers are the best judge of a quote. They read the quote and share it with all that benefit from hearing it.

Here are a few of my favorite sales quotes:

- Coming together is a beginning. Keeping together is progress. Working together is success.-*Henry Ford*
- Although your customers won't love you if you give bad service, your competitors will.-*Kate Zabriskie*
- Good leaders must first become good servants.- *Robert Greenleaf*
- The purpose of a business is to create a mutually beneficial relationship between itself and those that it serves. When it does that well, it will be around tomorrow to do it some more.- *John Woods*
- There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.-*Sam Walton*
- Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not.--*Oprah Winfrey*

Sales quotes teach how to sell your product or service, how to negotiate business as well as how to take care of your customers. Find the inspiration that works for you and your business.

Here are a few books to get you started:

- [Power Quotes For Sales People](#) by Christopher J. Maloney
- [Masters of Sales](#) by Ivan Misner and Don Morgan
- [The All-Star Sales Book: Get in the Game, Boost Your Numbers, and Earn the Big Bucks](#) by Billy Cox

Benefits of Using Case Studies in Sales

By: Brenda Wenzel
(staff)

This week's article is the first of a two-part series about case studies. This week I'll discuss what case studies are, why they are important and how they can help your sales efforts.

To me, a case study is an in-depth look at a "success story" you or your company has experienced with a specific product or service. A case study illustrates the details of your success with a particular client. It highlights how your product or service solved a specific client's issues or helped them overcome specific obstacles in their business.

In essence, a case study is a large, very detailed, testimonial from a happy client. (See my article, "Using Business-Building Testimonials", Rich Enterprises, Inc. Newsletter, September 5, 2009.) My trusty Webster's dictionary defines a case study as "an intensive analysis of an individual unit

(as a person or community) stressing developmental factors in relation to environment.

Although a case-study provides more depth and details than a testimonial, the source of information for both is the same - your happy client. I believe interviewing your client is the most important source of information for a case study. When you are in the business of selling, often the best case you can make to a potential new customer is a detailed testimony from a current, satisfied customer.

Case studies are important because they can play a strong role helping you convince a prospect you have a solution for their problem. Many times, you may have already solved the prospect's problem or issue, only for a different company. A case study serves as a solid example of your proven experience solving the same problem or filling the same need your prospect has.

Case studies can also take technical information about your company's product or service, and convert it to interesting, readable and understandable information in the form of a "story" your prospect can easily relate to. And, case studies may also work as references for prospects wishing to do their own follow-up on you, before doing business with you.

Once you have some case studies put together, use them in all sorts of ways to promote your business and your successes. Use case studies along with testimonials, or as stand-alone documents, on your company Web site, your newsletters, sales literature, press kits, at trade shows and via e-mail to further support your sales efforts.

In my next article, I'll discuss how to write a case study you can use in your business to support your sales efforts. Until then, if you'd like to read in more technical terms, how to use case studies and see methodology applied to a sample case, read this unpublished paper by Susan K. Soy, The Case Study as a Research Method. University of Texas at Austin. [University of Texas at Austin](#) (accessed October 18, 2009).

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

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phone: (620) 443-5247
website: <http://richworldwide.com>

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