



Specializing in Telemarketing and Sales

Press Kit

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Melissa Rich | Client Success Stories | Press Release | Resources

Melissa Rich Entrepreneur

Your Expert Resource For:

Interviews (radio, print, other)
Featured Speaker
Panel Discussions
Quick Quotes
Question & Answers

On Business Topics:

Telemarketing
Sales/Marketing Outsourcing
Managing Sales Professionals
Small Business Operations/Management
Business Planning and Forecasting
The Virtual Home Office Business Model
Self-Employment

For media inquiries or interviews, contact:

Brenda Wenzel, 888-443-5247 ext. 45 or bwenzel@richworldwide.com



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About Rich Enterprises, Inc.

Melissa Rich knew small to mid-sized business needed help finding and generating new revenues and opportunities, but often lacked the resources and expertise to implement programs. In 1999, she formed Rich Enterprises, Inc. to help small to mid-sized companies grow their businesses through personalized, targeted calling campaigns by experienced sales professionals.

Rich Enterprises, Inc. provides qualified leads and new sales appointments through cold-calling and telemarketing services for business-to-business (B2B) companies. Rich Enterprise, Inc. is in demand because of outstanding results, achieved by small to mid-sized business of all types – from the heating and cooling business aiming for more revenues, to the multi-faceted Internet marketing company looking to build their business by introducing a new product. Her company has helped businesses from a diverse mix of B2B industries.

Although Melissa Rich is the driving force behind Rich Enterprises, Inc., the company had expanded to its current team of 15 staff members. Because the staff at Rich Enterprises, Inc. is not limited by on-site office boundaries, Rich Enterprises, Inc. can recruit the best professional marketers to take charge of individual accounts and use their personalities to enhance individual campaigns.

Exceptional staff, outstanding client services, honesty and integrity, and open communication have helped Rich Enterprises, Inc. to thrive, even in tough economic conditions. Rich Enterprises, Inc. promotes open dialogue with their current clients and potential customers through their Web site and Melissa's blog. Rich Enterprises, Inc. also publishes a free bi-weekly electronic newsletter to inform clients and prospects about new industry developments and new legal requirements, company and staff updates and new marketing techniques that may enhance their sales.

Clients of Rich Enterprises, Inc. achieve success because Melissa and her staff live the company's motto: "Where our business is growing your business."

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About Melissa Rich



*Melissa Rich
Entrepreneur*

Melissa Rich is the Founder, Owner and President of Rich Enterprises, Inc.

After graduating from Emporia State University with an Accounting Degree, Melissa successfully managed several nationwide sales representative teams within a variety of industries. Her extensive business, management, sales and marketing experience helped Melissa successfully launch Rich Enterprises, Inc. in 1999. Rich Enterprises, Inc. helps small to mid-sized companies grow their businesses through personalized, targeted calling campaigns by experienced sales professionals. Melissa and her virtual team generate qualified leads and new sales appointments for business-to-business (B2B) companies through cold-calling and telemarketing services.

Melissa's professional career also includes establishing and operating several successful Internet businesses in Web site sales, appraisals and marketing. She also serves a Fortune 300 company in a full-time consulting role.

The Kansas Department of Commerce awarded Melissa the 2007 Women Owned Business of the Year – Service Industry Firm. She competed with businesses from across the state to earn this prestigious award.

Melissa loves working with anything business-related, especially sales and marketing. Her enthusiasm resonates with her clients, and her network of virtual staff members.

Interview with Melissa Rich (excerpt)

Q: What exactly does Rich Enterprises, Inc. do?

A: Our main objective is to help our clients increase their business through business-to-business telemarketing. Basically, we're reaching out via phone to their potential prospects to find interested people and then we let the client handle the actual sales process from there.

Q: How did you get started running a successful telemarketing business?

A: I've always worked in sales with a variety of businesses. After working in telemarketing for two years, I decided to establish my own company so I could run the business differently – with a strong team approach, where every marketer's opinion is valued and the marketer can really take charge of the account and use their personality to enhance the campaign.

Q: What would you say to business owners who don't have the time to dedicate to sales calls, but are afraid to outsource calling because they are afraid how their company will be represented?

A: If outsourcing is done correctly, it will sound as though calls are coming directly from their office, rather than an outside telemarketing firm. Business owners should only select an outsourcing company with a strong history and reputation. That company should have above-average qualified staff, and procedures to ensure a calling program is going as planned. Any successful program begins with a true understanding of a client's needs and there should be a written campaign plan specifying what type of companies should be contacted, the scripting or the approach, and how objections should be handled.

Q: Why is your company unique?

A: We've been in business over ten years, and we stand out from our competition because of the quality of our calling team. We work with a virtual business model, which allows us to recruit some highly-qualified callers. For example, my average caller is 45 years old, with an average of 6.4 years of cold-calling experience, a diverse business background, and all my callers reside in the United States. Call centers typically have much younger callers, sometimes just out of high school, and nowadays many call centers are setting up shop overseas.

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Client Success Stories

Broadwell Consulting, Tim Broadwell

"We needed to fight back against a sluggish economy. Getting new clients had become a very difficult task. We called Rich Worldwide and in the first 40 hours of them calling, we found 2 major accounts that completely changed our view of thriving in the present sluggish economy. Thanks Melissa and Company!!!"

First Point Energy, Jason Lewis

"Outsourcing our lead generation to Rich Enterprises has been the single largest gain we've ever made in our sales productivity. It allows us to focus our in-house resources on closing qualified leads, which has a direct impact on our bottom line. Their follow-through and attention to detail are outstanding in every respect."

White Horse, Eric Anderson – Director of Agency Services

"As a business owner, I needed to find ways to increase my client database. I chose Rich Enterprises and it was an outstanding decision. I received excellent customer service on an individual basis. My sales increased due to creative scripting and database selection done by the staff at Rich Enterprises. The contractors that worked on my account were efficient, detail-oriented and very professional. I will continue to use Rich Enterprises in the future and recommend other business owners use them as well."

Partner Advantage Performance Group, Jeff Tucker

"I would like to share with you my pleasant experience in dealing with Rich Enterprises. Not only have they provided me with a great number of quality leads, the leads are sent to me every morning via email where I can review the progress of the day before.

As a consultant, it is very important that I get the right type of information out of prospective clients. Rich Enterprises has been excellent in getting exactly what I need out of each call. On many, many occasions received a compliment regarding the professional manner in which the call was conducted. That to me, is something that not every telemarketing group can offer.

I also would like to comment Rich Enterprises on working with our needs and giving us flexibility with our options. They gave us assistance in creating a calling script, worked with me on weekly hourly commitments, and also had weekly feedback sessions to gauge program success.

Overall, I would highly recommend working with Rich Enterprises. They've surely made my job a lot easier – and I'm sure they'll do the same for you!"

Sparks To Flame, Inc., Sheryl Parks

"Melissa Rich of Rich Enterprises is an extremely talented and creative strategic manager. Talk about doing it all. Rich is a forward thinker who manages a successful telemarketing firm with her staff interacting virtually. She trail blazes many ideas and concepts others are slow to embrace: first staffing, next technology. What an exciting business woman!"



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Press Release

Contact: Brenda Wenzel
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Small Business Owners: Boost Business in Tough Times with Telemarketing
Increase your business with ethical telemarketing by a reputable U.S. company.

American consumers are sick of telemarketers disrupting evening dinners, and cutting into quality time at home. Even in the age of “no-call” lists, and stricter consumer privacy policies, unethical telemarketers have created a bad rap for ethical telemarketing companies who may be able to help small business owners stay in business. Melissa Rich, owner of the successful business-to-business telemarketing company, Rich Enterprises, Inc., says telemarketing is “definitely a rough and tumble industry and most of the bad reputation and bad press comes primarily from business-to-consumer companies.”

According to Rich, unethical telemarketing includes “repeated contacts with someone that is truly not interested and using manipulative and coercive tactics for an immediate sale.” Rich says those type of tactics “simply would not work in a savvy business-to-business audience.”

Rich says that a business-to-business telemarketing call “cannot sound like a 30 second infomercial, but rather has to be about assessing their initial interest level and potential needs in a conversational manner.” Rich believes that business ethics cannot be legislated or learned. “Ethics are engrained in you. If you want long-term business success, the ethics will either make or break your business and reputation”, she says.

For most businesses, telemarketing is a simple, quick, efficient and effective way to reach out to their customer and prospect base. Telemarketing can also help a business close the gap between its perceptions about customers, and what the customers really think about doing business. When it comes to customer service and satisfaction, research shows that sales and marketing staff rate their service MUCH higher than their customers did when asked the same question. Use telemarketing to “survey” your customers. Discover what you’re doing right, where you can improve, and cement your customer relationships.

Melissa Rich founded Rich Enterprises, Inc. in 1999 to help small and mid-sized companies grow their businesses with personalized, targeted calling campaigns by sales professionals.

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Resources

Sparks to Flame on KBZNZ – Business Talk Radio
Podcast Interview with Melissa Rich
<http://www.sparks2flame.com/blog/2009/11/melissa-rich/>

Wildfire Marketing Group: Thought Leader Thursday
Blog Interview with Melissa Rich
<http://www.wildfiremarketinggroup.com/thought-leader-thursday-melissa-rich/>

Rich Enterprises, Inc. Web Site
<http://www.richworldwide.com/>

Rich Enterprises, Inc. Bi-Weekly Newsletter
<http://richworldwide.com/newsletters.php>

Rich Enterprises, Inc. Blog
<http://blog.richworldwide.com/>

Sales and Prospecting Guide, e-book
<http://www.richworldwide.com/ebook.php>