



Specializing in Telemarketing and Sales

Press Release

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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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