



## Press Kit

About Rich Enterprises, Inc. | About Melissa Rich-Landis | Interview with  
Melissa Rich-Landis | Client Success Stories | Press Release | Resources

# Melissa Rich-Landis 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

Sales Staff Training

Small Business Operations/Management

Business Planning and Forecasting

The Virtual Home Office Business Model

Self-Employment

*For media inquiries or interviews, contact:*

*888-443-5247*

2147 Dobbin Road NW - Lebo KS 66856

[www.richworldwide.com](http://www.richworldwide.com)

888-443-5247



## About Rich Enterprises, Inc.

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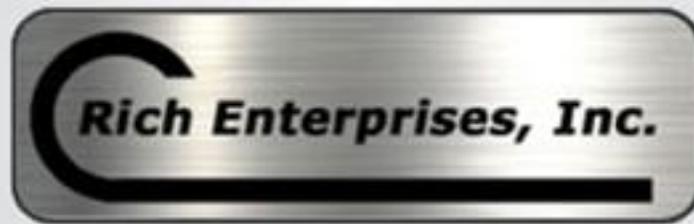
Melissa Rich-Landis knew small to mid-sized business needed help finding and generating new revenues and opportunities, but often lacked the resources and expertise to implement programs. In 1999, she formed Rich Enterprises, Inc. to help small to mid-sized companies grow their businesses through personalized, 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 additional maintenance contracts, 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-Landis 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, Social Media such as Twitter, Facebook, Google+, LinkedIn, Youtube and the company 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.*



## About Melissa Rich-Landis



*Melissa Rich-Landis  
Entrepreneur*

Melissa Rich-Landis 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.

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## Interview with Melissa Rich-Landis (excerpt)

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

**A:** Our main objective is to help our clients increase their business through business-to-business (B2B) 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 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 fifteen 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 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.



## Client Success Stories

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### **Binsky Service, Mike Rapp-President**

Over the past twenty-one (21) years, our plumbing, heating and air conditioning service has grown through word of mouth. Our experience with other lead services was never good. Our experience with your firm from working with you to develop a script (extremely important) to setting up an actual appointment (thank you for insisting your people do that!) to actually getting conversions (new business) has been nothing but positive. I would personally recommend your services to anyone not a competitor of ours.+

### **Province Wide Safety Training, Rob Cook-President**

*"We hired Rich Enterprises, Inc to market our company and produce sales leads. We took this path as an alternative to hiring a sales person; the service we receive is very professional and exceeded our expectations. Each morning I receive a full report on the companies they have contacted and an outline of the prospects that are interested in our services. Since Rich Enterprises, Inc did most of the work, turning the prospects into clients is very simple. In my opinion, it was a great investment and would recommend them to anyone who is looking to grow as a company"*

### **3GS (Third Generation), Mike Delgado-Director of Sales and Marketing/Co-Owner**

*"Since choosing Rich Enterprises, we have remained very satisfied with results and activities performed. We have grown our business with janitorial contracts and leads. We are happy with the forms of communication and documentation provided by your firm as well. I am always kept informed of any appointments, follow-ups, reschedules, and active leads generated. The daily reporting and feedback is exemplary and much appreciated. I have used other companies to assist me with my appointment setting and leads for my janitorial business however not very successful. I've continued to renew my campaign program due to the amount of appointments and activity received. I look forward to our continued business relationship with you and growing together".*

### **Commercial Mechanical, Don Cantwell-Sales and Marketing Manager**

*"We are enjoying an extremely successful business relationship with Rich Enterprises. Their support, reports, records, appointments and staff have all contributed to a very successful marketing/appointment setting program for us. We look forward to working with Rich Enterprises in the future!"*

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## Resources

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Rich Enterprises, Inc. Web Site

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

Rich Enterprises, Inc. Bi-Weekly Newsletter

<http://www.richworldwideenews.com/>

Rich Enterprises, Inc. Blog

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

Sales and Prospecting Guide, e-book

<http://www.richworldwide.com/free-sales-ebook.html>

Rich Enterprises Inc linkedin

<https://www.linkedin.com/in/richenterprisesinc>

Rich Enterprises Inc Google+

<https://plus.google.com/+Richworldwide>

Rich Enterprises Inc Twitter

[twitter.com/RichEnterprises](https://twitter.com/RichEnterprises)

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<https://www.youtube.com/user/melissarich1>

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