



## Quick Profiles And Related Statistics

### Company Profile

- Rich Enterprises has been serving clients since 1999.
- We offer a wide array of marketing and telephone services designed for small to mid sized clients.
- We are a boutique type operation and our services cater to each client's needs. We consistently modify our services and approach to adapt to our clients.

### Staff Profile

The statistics below will illustrate the experience level and maturity of our staff:

- Average age is 45 years old which is considerably higher than our competitors.
- 80% have some college or a Bachelors degree. Our team is well educated.
- Our staff has an average of 22 years of business experience each and cold calling experience averages 6.4 years each. Our team is able to generate interest in complex products and services due to their high experience level.
- Average length of stay with Rich Enterprises is 3 years – which is phenomenal for this industry.

### Client Profile

- Small to medium companies with 1 –5 sales representatives.
- Over half of our business (55%) is repeat customers or referrals from current clients.
- Business from all types of industries including hvac, refrigeration, energy, manufacturing, marketing, and other products and services.

### Objectives and Goals for Our Clients

- Increase current and prospective sales with a full sales pipeline through long term programs.
- Quick boost in sales and profits with short-term campaigns.
- Increase return rates with previous or current customers.
- Significant enhancement in average monthly sales with lead generation and/or appointment setting programs.
- Market research to gather names of decision makers, titles and phone numbers for future marketing endeavors.

