



# Rich Enterprises, Inc.

Where our business is growing your business

April 3, 2007

## 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.

## Developing newsletter content

By Tracy  
Rumsey  
(staff)



When faced with composing a newsletter, some business owners believe they don't have anything unique to say. They get writers block when they stare at a blank screen. They feel an e-newsletter has to be substantial and formal. Every business owner has something to say. It's just the first newsletter that's the hardest to get started.

1. **Decide what interests your audience.** How do you go about finding out what your customers want to know?
2. **Look to your clients for topics.** What do clients ask about when discussing business? What are the frequently asked questions? Offer valuable content to show your expertise and bring in their business.
3. **Observe what your customers read.** The great thing about e-mail marketing is that everything is trackable. Once you get started with a e-newsletter, the reporting results will tell you who opened your newsletter.
4. **Ask for feedback.** Provide your clients with a feedback

link. What else would they like to learn about? It is not necessary to divulge your industry secrets and know-how in your e-newsletters. Offer free advice to bring people into your world and to convert readers into clients.

What you write about will depend on your business. Write about things people already know but need a refresher on and then leave them with something to think about. Teach them something. It is not necessary to be the world's expert on a topic; just be your clients' expert.

So just what things should you include in your newsletters? Here are a few ideas:

- **Features.** Use a short feature. Tell a story. Use humor and keep it relevant to your business. Each feature should direct people back to your website, where they can learn more about your company, products and services.
- **Short items.** Call it: Advice, Questions and Answers, Best Practices or Information You can Use. If you are planning to use advertising, keep the ratio higher for articles and lower for advertising. Readers are more interested in articles and will keep coming back for the information compared to the ads
- **Links.** It is not necessary to write the entire newsletter yourself-- link to other authors' articles. If you are interested in a specific author's article, e-mail and ask permission to link to the article, citing the source.

To stay ahead of the game, write down ideas when they come to you. Next time you sit down to work on a newsletter, the ideas will be waiting.

## Initial Conversation with your prospects

By Cloren  
Royal (staff)

### Cold calling techniques

Rich Enterprises specializes in making great first impressions for your business. No matter what industry your business is in, good first impression is the key. This key factor can determine the direction your future business relationship can take.

Our ultimate goal is to establish a great rapport and relationship with your prospect. We want to start with who you are and how you can help them. We must also let the prospect know how your services or products can benefit them and their company. We know that their needs are most important; therefore, we want to get that out very quickly. Having done this, your prospect will understand why we have contacted them and why we are taking up their valuable time.

Prospects are familiar with sales calls, telemarketers, and others that do telephone business. It is very important that our initial call not become too "sales-like." We want to give the prospect the impression that your business is well established and highly reputable. Within that initial call, we are also providing our customers with "the pleasure" of having our services or products. Our goal is to present how your business is going to become

valuable to their company needs and goals. All of these factors must be executed in the initial conversation. If you are completing initial cold calls yourself, the above tips should be very helpful to you. This will give your business a very unique and truly distinctive quality that will set your company apart from the rest.

## New to our Rich Worldwide newsletter!!!

By Melissa Rich  
(President)



### Question and Answer section

This question and answer section is designed to provide brief answers to frequently asked questions relating to B2B Telemarketing and marketing questions in general. Please email your questions to [melissa@richworldwide.com](mailto:melissa@richworldwide.com) and we will answer your questions in upcoming newsletters.

#### Question for this week:

What information do you need me from to start a program tailored to my needs?

#### Answer:

We obviously need to learn about your company, offerings, and expectations and can do that by reviewing sales literature, sales letters, and your website address. We will also ask you to complete our [New Client Questionnaire](#) so that we can learn about your target market and your expectations.

Once we have received your materials, we will prepare the Training and Scripting package for your review in a matter of days and will welcome your feedback.

**Be sure to look in the next newsletter for more questions and answers.**

## About Our Company

**Need a quote?  
Have Questions?**

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.

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](http://www.richworldwide.com). In 2004, Rich Enterprises, Inc. also established [www.richcrm.com](http://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

email: [customersupport@richworldwide.com](mailto:customersupport@richworldwide.com)  
phone: (888) 443-5247  
website: <http://richworldwide.com>

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*****Marketing Special*****	
Free sample contact list! (coupon is not necessary- we normally offer free sample contact lists w/all programs)	
Offer Expires: April 17, 2007	

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