



*Lead generation Appointment Setting Teleprospecting  
Telemarketing Inside Sales Cold calling*

August 7, 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.

**Announcements!!!!**

By Melissa Rich  
(President)



## New Download Center

Download Center has been completed and can be viewed at <http://www.richworldwide.com/downloadcenter.htm>

To make it easier for you, we have all materials located in one location. Over the next few weeks, we will be adding a few new items to our download center including steps for starting a program.

Please do not hesitate to contact us if you have any suggestions regarding how we can improve our services, website, or newsletter.

## Tradeshows tips

By Tracy  
Rumsey(staff)



Deciding whether to attend the tradeshow is a big decision. Tradeshows bring people together and showcases new and existing technologies and products. There are many benefits to attending a trade show:

**1. Networking.** This gives you an opportunity to meet and greet people in your industry. This is a once or twice a year event that brings people face to face.

You might know these acquaintances by phone or email but during a tradeshow you get the opportunity to put a face with a voice. This also gives you the opportunity to hand out business cards and brochures and make new contacts.

**2. Training.** A lot of companies will send their staff to tradeshow to keep them updated on training. This gives them the opportunity to train simultaneously and keep abreast of latest industry updates.

**3. New Products.** Tradeshows are where people display all new products recently developed. This is the showcase for new technology.

Here are participating tips for a successful tradeshow:

**1. Plan ahead.** Make a clear and well-designed display listing all-important information, such as product pricing and features. Give customers all the information they need to reach a decision on what you are marketing.

**2. Use promotional items/trade show giveaways.** People will often come to your trade show booth to get a free item. Place your trade show giveaways in different locations throughout the exhibit to draw people to your booth

Promotional items also remind visitors of your products or services long after the trade show is over. Trade show giveaways act as marketing materials promoting your company beyond the event.

**3. Actively engage visitors.** People who come to your booth want to feel important and want to know how you can help them. Engage your visitors by inquiring about their interests and helping them obtain whatever products or information they are looking for.

**4. Finally.** Last but not the least, trade show follow-ups are vital to your business. As in any marketing plan, follow-up is of the utmost importance. Take the time to follow-up with each and every visitor you spoke with at the tradeshow. This will give you a greater sales pipeline. This might not give the sale right away but will put you in the running for the sale in the future.

The decision to participate in a tradeshow will be based on the ROI (return on investment) - essential the amount of financial return compares to the financial investment. Designate a budget for the tradeshow and stay within that budget. Successful tradeshow participation takes careful planning time as well as commitment.

Prepare direct mail out information for new prospects to be sent immediately after the show. The real work starts once the exhibition has closed, as you start processing the leads gathered and building relationships with your new contacts.

## Sticky Contract Negotiations

By Cloren  
Royal(staff)

Establishing your contract and terms can be the most important aspect and in some cases time, it can be very consuming preparing your business agreement. Your clients are going to have questions and possibly minor or major revisions requested.

Do your best to be a quick responder to such requests. Let your client know that you are there to serve them as much as your agency will allow flexibility for change. Expect some revisions to come into play as agreements are set, just as well as your prospective client is expecting your business to have some negotiable aspects of the contract.

**Number 1** Let your client know that you are aware that they have requested a revision to the contract and that you are promptly working on their request. Give your client a general (if not specific) timeline. Your client should be aware when to expect a response.

The contract originator may understand limitations and laws to binding contracts; however, be certain to legally verify certain finalities. Have an attorney ready or on retainer for such cases. There may be some legal ramifications involved; therefore cover

yourself in your agreements by getting legal advice so that there may be no unanswered questions or concerns.

Changes that are often requested to be revised can be payment terms-including whole amounts, number of payments, in what manner and when payments are to be received. Specific services provided might be another change asked by your client. Some clients may ask for an extra service or perk to be provided from your company to be included in the total amount.

Knowing what contractual terms cannot be negotiated is key as well. There are some adjustments that you cannot make without endangering your business or placing your business in financial or legal jeopardy. Be prepared to stand your ground on these key issues and be upfront with your customers about why certain terms are not subject to change.

Timeline could also be a reason for a contract change. Some services rendered are expected to be completed by a certain number of days. Understand that your client may have deadlines to meet or secondary options; therefore be flexible with your timeline. Listen to your client and allow room for change in order to acquire new business. You can strive for the best and provide the best without losing your clients due to contract changes.

## Question and Answer section

by Melissa Rich  
(President)



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.

## Cool Tools - Tips Of The Trade

By Donna  
Larsen (staff)

### Knowing Your Prospect

Have you ever wondered if you really know the prospect that you are calling? Granted, you know the name of the person that you need to get in contact with, but aside from that everything else about that company is relatively blurry. If you have, then I'm sure the next question that you began to ponder was how you could know your prospect on such a short time. It's quite simple actually and with these quick tips you will be well on your way!

**Research, Research, Research!** Typically, companies have websites that provide general information and company history and maybe even biographies of board members and

management. The website is a quick and effective tool that can be utilized to really get a firm grasp on the company and what they do. With its' easy accessibility, it makes using the website a quick way to really begin to know and understand your prospect.

**Ask Questions!** Don't be afraid to speak to people and ask them questions. You will find that with a friendly tone and attitude along with tactful choice of words, that many people will be willing to answer most of your questions. Asking questions will also give you a good feel and knowledge of the company. Ask specific questions about the company that the website may not offer. Don't get discouraged though if a company employee is unfriendly or otherwise unwilling to give out any company information since some businesses may have a more strict confidentiality code.

**Listen!** This seems like pretty common sense and you may be sitting here thinking "duh," but more often than not you may find yourself focusing on other things. When your mind begins to wander you tend to miss key points in conversations and lose opportunities to find out important information about the company.

Employees are also less apt to give you any type of information if they believe that you are not listening to them.. Pay close attention to every conversation you hold and make it a point to reiterate some of the conversation to them, possibly by saying something like, "Yes, I completely agree with you about the importance of such and such." This helps the person you are talking to see that you truly are listening and paying attention.

**Take Notes!** With all the research you are doing and questions you are asking, you may find it difficult to remember all of the details about the prospect. It is helpful to take notes on key information about the prospect so that you may go back and refer to it at a future date. An important tip here would be to right down the names of every person you speak to! That way if you call the company back you can greet this person warmly by name making things a bit more personal.

Also by taking notes you can cut down the response time to questions the prospect may ask you, making you seem more prepared and focused. This tends to set the prospect's mind at ease knowing that you do have a genuine interest in the company and you are, to some extent knowledgeable about them.

## 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

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