



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

February 05, 2008

**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!**

Melissa Rich  
(President)



**KNOW SOMEONE THAT COULD USE SALES TIPS?:** Towards the bottom of this newsletter is a "Forward to Colleague" link. If you have a colleague or business associate (inside or outside of your company) that would appreciate this newsletter, please free to forward it to them. They can certainly unsubscribe at any time if they are not interested.

## Convincing your client with a "hearty arrow"

By Tracy  
Rumsey(staff)



### Using persuasive sales

In order to be a success in business, you must sell. Sales require skills, insight and business sense; if you are unable to sell your product or services, you will not succeed in this fast paced business world.

A persuasive sale is not rocket science. It does not require making promises that you cannot keep or any type of bait and switch tactics. Sales are simply communication, refined and focused.

Define your sales skills. Decide what words to use (strategies) for most effective sales presentations:

**1. Saving money.** Your product or service should always save your client money or time. The most effective case for business spending is verifiable cost and timesavings. Demonstrate how your services will cut costs and expenses. This will be a true talking point in the budget world.

**2.Meeting Goals.** Find out what type of goals they have in mind and present them with solutions to problems they are having reaching these desired goals. Make your product or service one that they cannot live without. They will need you and your business to make their business a success.

**3. Making money.** The bottom line is making money. How often do you hear promises on how a certain product or service can bring you instant success? Illustrate your success rate with your product or service for professional credibility. Once you have a proven track record with major competitors, you can use this sales pitch for long-term results.

Your style and presentation techniques have an important role in persuasive sales. Use honesty and integrity to simply deliver sales with style. You will boost your sales and attract higher quality clients by demonstrating that you understand their needs and respect them as well.

## Sweet recognition

Cloren Royal  
(staff)

### Rewarding top sales performers

The workforce is an ever-changing industry and the competitiveness that we engage in becomes fiercer with time. There are so many competitors and huge companies with large markets and big budgets.

So in order to keep up in with our competition, we must work harder or smarter. Each of us has a common goal and that is to win and to be on top. We all need incentives that motivate us to reach something greater.

In order to keep individuals motivated, we must provide some kind of incentive. Top performers in companies need to be rewarded and this helps those under the wings aim higher. The most common reward that anyone loves to receive is the cash reward. Give your top performers a great allurements by offering that sweet reward at the end.

This motivates them to achieve off the chart performance. Cash rewards can be given in one lump sum, or incremental for different phases. Decide whatever works best and drives your work force, and then do it. We all need a catalyst to boost our actions. We must reach for something that gets us excited.

Other great rewards for top performances are vacation get-aways. This is something that individuals need. Many of us cannot afford vacation get-aways to luxury destinations, and this is a very unique and a special way to drive your workforce to aim higher. Such getaways need to be expensive since even a short getaway can yield high results in terms of motivation and renewal.

Moving up in the employment ladder is also a great way to compensate hard work. If you have dedicated, hard working and strong performing individuals, there may be a time in the company that certain people need to have higher positions and have worked very hard to earn this.

Most of us know that supervisors, leaders, managers, etc. have worked very hard to earn their positions and this is a great driving force to keep your employees sharp and fully knowledgeable of the company.

All superior work and top performer should be recognized and rewarded. Giving time off or other exciting gifts, such as movie tickets or lottery tickets, flexible hours for a week can be a great reward as well.

All of these great incentives will keep your sales team working hard and getting excited about what they do on a daily basis! After all, we all need a little push from time to time.

## 3 Sweet tips of the trade

By Donna  
Larsen (staff)

### **Cutting to the heart of the matter**

It is quite easy to get side tracked when dealing with clients and prospects. Sometimes you get so consumed with the initial opening conversation and making a good impression that you may trail off from the main point or take a bit too long to get down to the heart of the matter. Other times you may jump straight to the point and seem to be too pushy and demanding.

These tips will help make sure that you get straight to the point without jeopardizing any of the opening conversation or without fear of nailing that good first impression. These tips will show you how to get to the point without seeming pushy and impatient.

**Keep opening conversations minimal** When making your initial introductions, make sure to be clear as to who you are and who you are with, but brief. Going into a drawn out casual "how are you" conversation may seem like a way of getting into good terms with the client and being extra personal, but it will just prolong the time it takes to get to your main point.

**Pin Point A Time Line** When going into detail about why you are calling, it is a good idea to use a time line to pin point exactly when you are planning to get started. This gives the client a better grasp of how things will go and when they will begin instead of beating around the bush and playing guessing games.

**Ask Direct Questions** Don't be afraid to assert yourself in a polite manner and ask the questions that need to be asked in relation to the reason you are calling; keep in mind that direct questions require direct answers. Also feel free to ask the clients input and opinions on ways to speed up the transaction and make things go quicker and smoother, you will find that clients want to move forward in things just as quickly as you so many will have ideas to help achieve this. Always value the client's opinions and ideas.

If you stick to these few tips, you will have no problem cutting to the chase without seeming rude. Keep in mind; some clients will attempt to beat around the bush. In this case you need to be just a bit more assertive and ask direct questions. Always remember the reason behind your call and goal. Be friendly, assertive, without being too domineering and demanding and you will have no trouble in getting straight to the point.

## 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.

Rich Enterprises, Inc. has been honored by the Kansas Department of Commerce as the 2007 Women Owned Business of Year - Service Industry Firm. 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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