

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

January 27,
2009

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.

Reviewing success rates

By Tracy
Rumsey(staff)



Determining areas of improvement

All businesses need to develop a strong business plan for continual growth. Take inventory of your current business practices to better evaluate your progress. Taking the time for evaluation of sales statistics will allow for continual business growth.

Review sales statistics by:

- **Lead to sales conversion.** Is your conversion rate high or low? What can you do to boost sales with marketing efforts during a rough economic time? Can your conversion rates be improved? What tools would help in that process?
- **Client Source.** Where do you get your clients? Are they coming from lead sources or word of mouth? Maybe you should consider a reward system for repeat clients. Can you add to or refine your sources?
- **Client turnover.** Do you have a high turnover with your clients? Clients that bounce from company to company can indicate problems after the sale. Take the time to get to know the goals/needs for your clients. Being better informed will retain worthy clients for a long

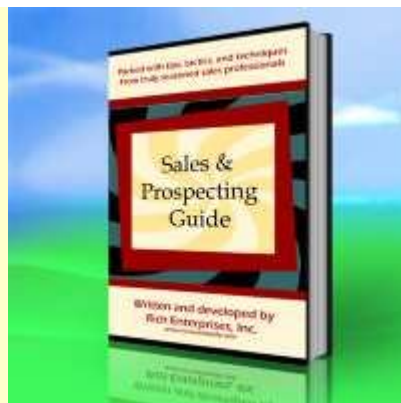
term business relationship. What efforts can be made to reduce client turnover?

- **Seasonal sales.** Do you have a tendency to close more business in the spring or summer months? Develop special marketing tactics to boost sales during the off peak times.
- **Fresh Business Plan.** Once you have evaluated your entire sales program, develop a fresh, new, focused business plan. This plan should have measurable goals such as 10 new clients a month or creating marketing for a niche market that has not yet been penetrated in your business field. Then Track responses and fine-tune your marketing efforts.
- **Evaluate marketing materials.** Take a closer look at your website. Could it use a face lift? Could you add automated shopping carts or features that could simplify your business process and make your sales more profitable? Are there are tools and documents that will better educate your prospects?
- **Audit finances.** Have you put your marketing funds where they benefit most? Take a look at your marketing dollars to evaluate funds being spent. Get the most bang for your buck.
- **Build your skills.** Take time to fill the void on sales skills. Are you weak with time management or unorganized? For example, being unorganized will affect your sales. Determine where you can be more effective.
- **Feedback.** Request feedback from your clients. All feedback (good, bad, or otherwise) helps you know what needs to be tweaked.

In order to keep your sales pipeline busy, you will need to continually evaluate your sales and your entire business practice. Sales are commonly sabotaged by lack of marketing and un-necessary distractions.

Announcements!!

By Melissa Rich
(President)



Release of our free eBook!

We are pleased to announce that we have released our free eBook!

We have had a phenomenal success getting our eBook out to those in the business that might need a refresher or just find the information helpful with everyday sales. We have experienced a multitude of downloads. Thanks for your continual support of Rich Enterprises!

To download: Please visit our website

www.richworldwide.com/ebook.php

Table of contents is:

- Letter from our President
- Contact list and target markets
- Reaching the correct contact
- Scripting and cold calling techniques
- The art of selling
- Overcoming Obstacles with strong rebuttals
- Utilizing and distributing marketing collateral
- Managing Sales programs and sales staff
- Marketing techniques
- Final thoughts

Characteristics of a strong telemarketer

By: Cloren Royal
(staff)

Let's face it. A telemarketer's job is underestimated in the work world. Telemarketers carry a heavy load these days. Often the bulk of sales and business leads come from a telemarketer.

Key points to understanding being a strong telemarketer would include having a pleasant voice, being a quick thinker with some smooth talking skills. The telemarketer must maintain some kind of sense of humor and be able shake off any rejections.

A customer's first impression of you is your voice. How can you convey trustworthiness, knowledge and surety all in one phone call? The answer is to make yourself sound as pleasant as possible on the phone. It is music to the ears of the customer to listen to someone that has polite qualities and offers friendly information with the answers to their questions.

Remember not to sound pushy, or coarse while dealing with your contacts. It is difficult enough for the listener to make a decision to stay on the line and to hear you speak. Give the listener a good reason to do so. Be welcoming and thoughtful.

This **first** step is to get their attention. Next be quick on your toes. There will always be questions. If there are questions, this is the first sign that you are doing your job right. Anyone that asks questions has some sort of interest in what you are offering. Know the answers.

If you do not know the answer to a particular question, a great tactic is to smooth talk your listener into understanding that "I can give you a little bit of information now, and more will come later." Primarily, you simply want to reply as quickly as possible to your customer. You have to make the listener feel sure about you and your company.

Put things into perspective. Although striving to achieve strong results, there will also be times that are trying and difficult. There is always that next call to place. There will always be someone interested and waiting to listen.

Sure, it helps to have a delightful person on the other end of the line. It is important however; to know that you must remain composure and stay positive in all conversations. Use humor every now and then. It is okay to let your personality shine through. Remember that the person on the other end of

the line, does not know you personally.

It may be a direct attack, but not a personal attack. Feelings should not be affected so strongly in these situations that you lose your motivation and enthusiasm with your calls. This is the time when you learn to shake it off.

That's right! When the call is complete, laugh and shake it off. These types of calls are just called knock out blows. It is up to you to fight through, pick yourself back up and shake it off! Telemarketing can be a tough career choice, but with the right attitude and skill set, it can also be a very rewarding career choice.

About Our Company

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. In 2004, Rich Enterprises, Inc. also established 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

phone: (620) 443-5247

website: <http://richworldwide.com>

Join our mailing list!

** Special Free Consultation **

Program special for new clients! Free Consultation on the best direction to go with your new marketing program. Give us a call to get started!! (620)443-5247

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