



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

January 22, 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.

Turning cold calls into hot leads

By Tracy
Rumsey(staff)



Picking up the phone to speak with total strangers about your business is a tough job. Courage and confidence are the first steps to this process. How can you turn these cold calls into hot leads? Here are a few tips to making this process easier.

- 1. Set a plan for making calls.** Begin by locating your target industry. Next make a list of companies, decision makers and phone numbers. Do your homework-go to the companies website to make yourself familiar with each company. What do they offer and are they planning?
- 2. Goals.** Set your goals to make the initial call to set the appointment first and then conduct the meeting at a later scheduled time. The set meeting time will allow you 15-20 minutes to introduce yourself, the company and your product or service offered.
- 3. Call during business hours.** Often times the best time to reach a prospect is early in the morning before meetings and appointments. If you are not familiar with your prospects daily schedule-ask questions. When is a good time to reach you? Mornings or afternoons? Is it better to call you mid week-after hectic Monday? Be flexible and accommodating. After all, you are seeking their business.
- 4. Grab their attention.** Generally speaking you will have approximately 10 seconds to grab the prospects attention. They are not expecting your call and you must be prepared to peak their interest instantly.

A 10-second introduction is enough to briefly speak with someone on the phone or stand up in front of a group. In this amount of time you can describe what you do, who you are and what products or services you offer.

With cold calling, you are facing a firestorm of rejection for every spark of interest you ignite. Many accomplished

marketers still tremble at cold calling. With a clear plan in place, cold calling leads to appointments that bring business success.

Cold calling vs warm calling

Cloren Royal
(staff)

The ideas about introductory calls are to speak to the proper contact that is qualified to answer questions and then entice them with the nature of your call. This is the cold call. Your initial cold call is a very brief moment to capture your prospects attention and then get them interested in more.

This can often be the challenging at first; however, if you can get past the initial impression you will have positive conversations with your prospects and have good results.

The fact of the matter is that your call is among hundreds that are received annually; therefore, your attitude, charisma and introduction, must be unique. The initial contact must give your prospect a reason to stay on the phone with you after the first 5 seconds. If you are using your script to place your calls, you must act as if it is NOT a script Be as casual and from the heart as possible. This will allow for your listener to respond to you with an honest opinion.

The warm calls are placed after the initial contact has already been made. The warm call is as important as the cold call because you now have an advantage of "seemingly knowing each other." The advantage of your prospect knowing why you are calling again. Always sound as if you are talking to a friend, or someone you know.

This approach will make you more likable and your prospects will have open ears. Each person has a different history with call marketers, so each person thinks differently about the telephone marketing approach. Do not assume that everyone will be willing to hear what you have to say.

In calling your prospects, listening is 50% of your task because there are many things to look for in the calls. Listen for the prospects tone of voice and pace of speech. This will steer you in the direction that you should go. For example, how long should you speak, how quickly should you speak, how soon should you get to the point, how upbeat or low-key should you be.

The keys to success in cold and warm calling are:

1. Be a good listener
2. Have a casual flow of your script or speech
3. Know the response to objections and questions

If you have all of these down, then it is really not about the cold and warm calls anymore; it is about the conversation and the results.

Quick Tips Of The Trade

By Donna
Larsen (staff)

Getting Through To Your Prospects

When calling a prospect, chances are that at one time or another you have run into the problem of getting through to your prospects. This is a common problem and can usually be solved using these three easy tips.

1. Extensions The easiest way to get directly through to your prospect is to find out their extension number and utilize that each time you call. You can get the extension simply by asking the receptionist or the prospect during your initial contact.

2. Direct Number Some prospects will also have direct numbers where they can be reached. If an extension is unavailable, ask for a direct number and use that number when calling the prospect to speak to them directly.

3. Receptionists If the prospect does not have an extension or a direct number, then simply call the general line and ask the receptionist to transfer you to the correct contact. This way can be is the least effective and slowest. You will find by going through the receptionist, they often act as gatekeepers. Extensions and direct numbers are by far the easiest way to get through to your contact. Getting to your prospect through the receptionist takes a bit more patience but can be quite effective. If a receptionist refuses to transfer you then ask to leave a message in order to get your contact information in front of the prospect.

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. 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

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!!!!!!Special!!!!!!

Getting the most from your contact list? Free conference to work through your prospect list and define your target market - Gathering a contact list based on SIC codes (type of business), number of employees, geographical factors, and revenue criteria.

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