



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

July 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)



We will be offering free online webinars that will focus on enhancing your sales abilities. What topics are most of interest to you? In what areas, would you like to improve your skills? What are the toughest challenges that you face in sales?

If you have a suggestions for webinar or newsletter topics, we would love to hear from you.

If you would be interested in more details on our webinars, please contact Melissa Rich at 888-443-5247.

## Using special offers to create urgency

By Tracy  
Rumsey(staff)



Sales can be a tough game. Sometimes you need to expedite the sales process by creating urgency with prospective customers. This practice is effective.

For example, you may offer a product or service for a limited amount of time through your website or you could offer a special on services for those clients that sign up within 7 days. This is considered the practice of creating urgency.

Here are a few tips on how you might incorporate this practice with your business.

**1.** Create a genuine promotional offer and not a gimmick. True clients will see through a promotional tactic. Once you choose the offer you are going to promote, only use it sparingly.

If you are offering the same promotion time and time again, this will hinder the effect with repeat traffic knowing this same special is offered regularly and they can probably get the same special next week.

**2.** Offer a specific price reduction for a complete package or sale. For example take \$200 off a full price for anyone who registered and pays within 2 weeks.

**3.** Send an email to prospective clients offering a special and note that the special is only offered to those who mention the email coupon/special.

**4.** Use tactics that provide specific benefits and advantages to them. Inform them how they will save money and cut costs if they purchase/agree today. Show them how it will benefit them greatly if they make their decision as soon as possible.

**5.** Set a specific time limit. Make your offer available to them today (this week or this month) only.

Let them know you will gladly call them back after the set date but the offer you are calling about is good only through business today, this week, or a specific period of time. If they do not choose your service today, the offer will not be the same.

Using urgency to drive sales is a great sales tactic if used in conjunction with a well developed marketing plan. Be persistent and demonstrate the need for urgency to gain a long-term relationship with your worthy sales clients.

Personalized services

Cloren Royal  
(staff)

Making strong impressions, standing out as a true professional, and providing personal touches are great way to attract new business. Personalized gifts is one of the many tools to create memorable impressions.

Sending your clients and prospects personalized gifts can also be used as an opportunity to build brand awareness in the business world.

These gifts make strong impressions on individuals in business and it is a magnificent way to state that we care and that we want to continue to assist them. You can even give gifts to recognize a hard working employee.

Gifts can also be used for promotional giveaways within your business as well. Gifts are a tangible representation of your business, so carefully select the item and style of gift for your clients and customers.

Sometimes gift giving is a great tool for client retention. If you are missing sales or may be losing a client, the gift giving technique can be a useful approach.

Often providing customers with business gifts keeps a high stature in the business world. Gifts can include your company brand, or inspiring words, the clients first and last initials engraved, etc.

Some examples of great gifts to give can be a personalized desktop item, glass letter opener, gift baskets, candies, gourmet coffee, or promotional mugs.

Not only do the recipients gain from these gifts, but giving away gifts make a greater impact and will make your brand or company name more memorable. Use the gift giving tool to really connect with your customers and clients.

## 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

email:  
[customersupport@richworldwide.com](mailto:customersupport@richworldwide.com)  
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website: <http://richworldwide.com>

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