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Building Sales Pipelines for B2B and B2C Companies

Rich Enterprises, Inc.
Where our business is growing your business

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

March 10, 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.

Outsourcing Inbound Calls

By Tracy Rumsey
(staff)



Many businesses are opting to outsource their inbound calls. This allows business to reduce their in-house staff, minimize overhead, and increase efficiency in responding quickly to incoming calls.

Incoming campaigns can be combined with outbound telemarketing campaigns and can use the same team for both. Customers can optimize the productivity of sales, marketing, and support personnel by allowing them to blend their outbound calling with inbound calls.

This allows the company to focus on their core business without having to be in the office to do the grind work.

What is an ideal response time to follow-up with calls for in bound calling?

Email-Businesses should be able to respond to clients via email almost immediately. This should be within the hour if you are using an inbound sales company that handles this type of work for you.

Maximum response time should be 2 hours during business hours and 48 hours for a weekend email.

Voicemail response time- If a client leaves a voicemail for a business, they are in

the market for a product or service that is being offered

The response time should be a guaranteed time of 4 hours return call unless this falls on a weekend and then the 48 hour rule of thumb would come in to play.

Here are a few services that can be provided by a well-qualified outsourcing firm:

- Call routing
- Call scheduling
- Email support
- Web chat/Instant messaging
- Lead generation/Appointment setting
- IT support

The list of services that can be offered by a telemarketing firm are endless. Most firms are offering customized services to fill your every day business needs.

Allowing a call center company to handle the core business processes and managerial responsibilities will free up needed time to focus on outside sales and bringing in those hard to reach accounts.

This new avenue for boosting the sales pipeline brings light to an ever-tightening economy.

Announcements!!

By: Melissa
Rich
(President)

Canada Telemarketing

We are pleased to offer telemarketing into Canadian businesses. We have noticed a strong increase in business from our Canadian clients and have several requests from US businesses that are seeking to further penetrate the Canadian markets.

If you have any questions, please do not hesitate to contact us.

(620) 443-5247

Sales Pipelines

By: Cloren
Royal (staff)

Maintaining a sales pipeline in business will ensure that your business has a steady flow of new clients. This takes planning and organization. All businesses do some sort of marketing and that is the first phase of your pipeline. Marketing allows for the initial inquiry and initial conversation.

Next would come the followup conversation and reaching a verbal agreement. Following that phase is approval of contract and handling the minute details. Every business has a different process, so the exact phases may be unique to your business or industry.

The steady flow of this order of operation is key because your marketing should always be in place and continual. Once your plan is organized, each potential client will be at a certain phase in your pipeline and this flow should continue with growth. This is the best way to keep your business booming.

In your pipeline cycle, you can analyze the strategies that are working for your business. For example, if you have leads pouring in and you are not closing them, then

your closing and creating contract phase needs improvement.

If you have no problem closing deals, but are not getting far in the cycle, then you may need to improve on your communication and customer service skills. Applying some fresh training would come into play. Decide within your company to keep the quality of your service above the rest.

Try making improvements every quarter that might begin with stronger marketing, or more quality conversations and customer service, perhaps smoother closing transitions.

Study the flow of your pipeline. Certain types of customers typically don't buy and then other types of customers do. Follow patterns and tendencies in order to weed out those that are not going to flow through the pipeline and develop a plan to keep others moving through the entire cycle.

It is really a matter of streamlining your business, spending less time and money and gaining more.

Focusing on the entire pipeline is a necessary step. Your pipeline has to be properly managed. You will have a better foresight as to the outcome and how to manage this lifeline in your business.

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

Join our mailing list!

website: <http://richworldwide.com>

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March 23, 2009

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