

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

March 18, 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.

## Supplementing Your Campaign

By Tracy  
Rumsey(staff)



### With Internet Research

Part of the cold calling sales process is to make business calls. Do you ever sit on hold for extended periods of time and wonder what should I be doing with my idle time to benefit myself better on this next call? Use your time to research the company you are calling.

Here are tips on what you can research:

1. **Company information.** Corporate location and correct phone numbers and address for the location needed.
2. **Leaders/Management profiles.** Gather the correct names/titles of contacts and their personal information. Capture email addresses for contacts
3. **News.** Gain information on the company by learning about updated news for the company.
4. **Research products/services.** This area would give you updates on new products and services being offered as well as upcoming products in the planning stages.
5. **Investor Relations.** This gives stock information as well as financial reporting. This knowledge is great to know for businesses that are seeking certain qualifications before doing business with specified companies.
6. **Advertising.** Finding out what kind of advertising is being offered can give you insight to future plans.

Use idle time while on hold or between calls to gather needed information on companies and give you the boost needed for closing sales. The information you acquire may not benefit you immediately but can give long-term success with companies. Some companies find it intriguing to know sales people that do their homework and take a personal interest in their company.

## Importance of name dropping

Cloren Royal  
(staff)

For successful cold calling there are several techniques that should be applied to have success. The most important

technique that should be stressed is your state of mind. Get into that mindset that allows you to convey confidence and relaxation in your voice. You must know and feel that your task "is" going to be effective and make it work.

Another helpful tip is name dropping. Once you have enough information to go on, for example, the right contact person to pitch to, then now you are in the door. You always need to get to the right contact. We know one of the challenges are to get past the gatekeeper. When you utilize names, then you are more than 75% in the door.

Often, using names will eliminate the skepticism that most gatekeepers have as to whether or not your call is a sales call, a personal call, or a business call. If you are asking for the contact by name, in most cases, the person answering the phone will automatically give you a "free pass" and connect you without any questions or very little.

If questions do come, if possible, try to provide as little information as necessary. Be sure to state facts, but do not disclose too much to the gatekeeper. This will determine whether or not your call will continue or end there with simply leaving a message.

When you use names, it is not only important to do so, but it is important to be subtle. Somehow, you have to execute your phone call to embody a personal, yet professional feeling, and spike a bit of curiosity that this could possibly be business related for each phone call as well.

When you reach the correct contact person, know in your mind that my method of communication with my contact is what makes me successful.

Practice on the delivery and focus on the success. Remember that having your contact's name is like a catalyst. A simple advantage such as having a name, should automatically add a bit more confidence and positive thinking for your outcome. Realistically, you only need a few small tools to effectively get the job done.

Utilize the advantage of name dropping, get into that relaxed and successful mindset. This will take you far with your achievements in cold calling.

### 3 Quick tips of the trade: Brevity

By Donna  
Larsen (staff)

For those who don't know, brevity simply means being brief. So today I will be giving you three quick and easy tips to make your contact with clients short, sweet and to the point. More often than none you will find that the longer the conversation, the less productive it becomes.

**Save the details for the email.** Go over the basics with the client and the important "must knows," but save the details for the email follow up.

**Consolidate Your Scripting.** Take your scripting and consolidate it so you get straight to the point. This will make you less likely to wander off from the main reason you are calling and the client will be less likely to forget this as well.

**Get straight to the point!** Keep your greetings to a bare minimum and get straight to the point of your call. A great "brief" opener could be "Hello \_\_\_\_\_ my name is X and I am

calling from \_\_\_\_\_. The reason I am calling is..."  
It is always a good idea to keep your conversations brief, but never make it so brief that you skip over key information. Always include all of the important information that the client needs to know, but keep everything else for the follow up. The shorter the conversation, the easier it will be for the client to remember all of the valuable information you have given them.

## 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)  
phone: (620) 443-5247  
website: <http://richworldwide.com>

**Join our mailing list!**

March 31, 2008

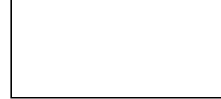
March 31, 2008

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