



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

May 13, 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 are pleased to announce that we have received very favorable feedback to our newsletter articles. We have decided to assemble past articles into an e-book that can be downloaded at no charge through our website. We will have the e-book completed within the next week.

Newsletter topic - If you have suggestions for newsletter topics, please don't hesitate to contact me. We greatly value your input and feedback!

KNOW SOMEONE THAT COULD USE OR BENEFIT

FROM 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.

Contact list formats

By Tracy
Rumsey (staff)



All sales programs begin with a contact list. Most outsourcing companies can provide the contact list for you or can utilize your existing contact lists. To make the most of your sales calls, you should be utilizing computerized software.

When setting up your contact list to import into a software program, there are two primary formats for your data for easy

import:

- **Comma Separated Value (CSV).** This format is easily editable and very user friendly through Microsoft Excel. This format is the most widely used and is considered to be the industry standard.
- **Text file (TXT).** This format is a kind of file that is structured as a sequence of lines with quotation marks used to separate each field of data. It is much more difficult to edit, but is easily imported into most software databases.

When you are networking and marketing your business, you will acquire new contacts from business cards, notes on a napkin, or even jotting down quick information in a day planner or loose-leaf notebook.

If you later determine that this information needs to be utilized and imported, data entry will be require to place this information into CSV or TXT file. Most outsourcing companies will have specific data entry fees for converting this information into importable format.

Most outsourcing firms and software applications will require that information is either converted to one of the above formats. As a sales representative, you may want to consider starting a method for entering new contacts into one of the above formats, so you can later add this information directly into a database.

Staff Recognition - Patti

By Melissa Rich
(President)

We have a staff member that has been with Rich Enterprises since March of 2007 and has been a valuable asset to our team with her charm and ability to talk to just about anyone. Her recent accounts include Information Technology (IT), Fundraising programs for Churches, and Online webseminars. This is what one of the account owners had to say about her:

"Patti has been impressive in getting people to listen to her and give up their email addresses. It has been a true pleasure working with you and your team."

Rich Enterprises wishes to thank Patti for her hard work and dedication! We look forward to working with Patti for years to come!

Finding Time for Cold Calling

Cloren Royal
(staff)

Sometimes the sales rep must place their own cold calls in order to market their business. Before you begin, you must set a goal for your call results in order to meet your standards.

An example would be to get one sale per hour, or to get one sale per day, **Next**, formulate your game plan that includes a well thought out script and approach. The time of day that you will market is very important as well.

Once you have set your goals, take time to designate specific times to make cold calls. Typically morning calls are most productive- even as early as 8:00. Often you will find that decision makers are available in the morning and not protected by gatekeepers.

Another benefit of placing calls in the morning is your higher energy level. Most of us have more energy at the beginning of the day and can be most effective in our presentation.

Calling on the lunch hour is typically not a good time to make cold calls to businesses. You may find that a high percentage of contacts are not available between the hours of 12:00pm-1:00pm based upon the time zone you are calling. If you are contacting restaurants and must speak with a decision maker, it is best NOT to place calls between the hours of 10:30 am and 2:00pm.

From experience, you may find the number of connections with decision makers dwindling after 4:00pm. Calling after 4:00 pm does not necessarily mean that you will not have a successful outcome, but it might indicate the chances of reaching your proper contacts are slim.

For call marketing, the cut-off time should be 5:00pm in every time zone. Businesses are often closed or closing at the 5 o'clock hour. There are few businesses that remain open with important contacts after 6:00pm (examples would be restaurants and other entertainment related industries).

Take a look at the states and time zones you are calling and consider a plan that would allow maximum call results for each area. Call marketing in essence is a numbers game.

So when your calls are placed, consider certain times of day in each area you are calling and industries in order to have the highest ratio of good calls. Remember these tips. Utilize these guidelines as a basic map for call marketing and you will find them to be very effective in your campaign.

Dealing With Tough Gatekeepers

By Donna
Larsen (staff)

3 Quick Tips

How do you persuade receptionists or absolutely impossible gatekeepers to transfer you over to the contact person or title you specify? Getting proper contact names can be tricky, but when using the right tips and tactics, you will find there are other ways to maneuver around them to speak with the person needed.

Ask to speak with the HR Department If you are dealing with a receptionist that will not transfer you to a person, you may call back another day and ask for the Human Resources department. This department deals with many different things on a daily basis, so you will find the gatekeeper will be much more open to transferring you to that department without too many questions. Once there, you can ask for directions on whom you speak with.

Ask to speak to the Sales Department If the first approach doesn't work then try back in a few days and ask for the sales department. Most companies will not think twice about transferring someone over to the sales department with the hopes of possibly making money. Sales staff may be more apt to provide the contact information that you need.

Provide information to the gatekeeper When speaking to the gatekeeper, offer enough information to encourage them to transfer you to the correct contact, but be cautious about tipping them off that this could be a sales call.

Keep in mind that sometimes there will be not be any tactics that will work on a tough gatekeeper. After a few attempts, move on to the next contact, but in most cases one of the above should suffice in getting you through to someone.

If you get through to one of the departments above, even if they are not the correct department, attempt to have someone other than the gatekeeper to transfer you over. Other departments are often less abrasive and more apt to transfer the call or provide contact names.

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

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