



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

June 03, 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.

Dealing with difficult questions

By Tracy
Rumsey(staff)



In sales, you will hear objections or specific questions from prospects. With experience, most of the questions and objections will be a response that you have heard before, but some responses will be new and you may not be prepared to immediately respond.

Every sales rep encounters responses and questions that they just don't know the answer. What can you do in this situation? Are you honest and tell them the truth? Do you come up with a generic/common rebuttal that covers just about every question that might be presented to you?

Sometimes honesty is the best policy. Tell the prospective client " you know that is a very good question and one that I am not able to answer, but I will gladly get the answer to your question and get back to you tomorrow". Always follow through with your promise.

If you say you will follow-up with them tomorrow, make every effort to do so. Your responsiveness will bring help you establish needed credibility. An attentive salesperson will acknowledge the client's requirements and provide solutions.

Come up with a generic rebuttal. Sometimes you will be given a chance to use a generic rebuttal that will work on just about any objection. This will bide you time to get the answer requested for your prospective client and let them know you care.

A generic rebuttal might be " Those are some great points" or " I understand where you are coming from. "When selling over the phone or even in person, you don't have much time to think about a perfect rebuttal or response.

You should have pre-planned responses to common objections for your product/services. "I don't have a budget for purchasing." or "I have to talk to the owner" or "It's just not the right time of year" are all examples of common objections that we hear regardless of product or services.

Your rebuttal/answers should be quick and assertive. But some objections are not as easy to handle, especially when they are technical in nature. Remember that your credibility may be

being tested so you should not guess at the answer.

Telling them you don't know the answer would be better than giving them a wrong answer.

Remember to identify with your prospects. Their objections may sound common to you, but to them they are real concerns and a reason not to close the sale. Make them feel their concerns are your concerns and give the attention deserved.

Never argue or take an opposing stand because that will not win over the prospects trust. Taking this approach will disarm the prospect and make you look like a helpful friend instead of a salesman.

Whenever possible, relate their concerns to another customer's similar situation and point out the resolution. Not knowing the answer can benefit by giving you rapport with a future client.

Always be prepared for the unexpected question or response. In sales, we know that every prospect is different and their concerns may be unique.

Use their unique questions and/or objections to learn about your prospect while demonstrating your ability to answer their questions in a timely manner.

Introducing our new addition!!

By Melissa Rich
(President)

New Business Development

We are proud to welcome our new staff member Karie Kelly. She brings forth noted experience in the New Business Development field including experience in telemarketing and Business Development for another telemarketing firm. She is doing outstanding work for us at Rich Enterprises and will be instrumental in our strategic growth plans.

Karie might be contacting with you in the next couple of weeks to introduce herself and answer your questions. Karie is a strong asset to our team and we are excited about her new role!

Please feel free to contact her to talk about your custom program. (888) 443-5247 Ext 32

Cold Calling for Sales Reps

Cloren Royal
(staff)

A Sales Reps job is the heart of a business and placing cold calls is an integral part of the job. Many sales reps that must place their own cold calls understand the required hours and time that is necessary to get the results needed to be successful.

To achieve maximum results, you must set goals for number of calls to place, number of leads to set, and sales that you expect. When you decide your objective and begin working in that direction, you will get the results needed with confidence and

charisma.

A Sales Rep should not be general in their ambition. Be very specific. For example, "I am going to place 200 calls today (or this week) and I am going to aim for 10 Leads out of the 200 calls." Being specific is necessary because you may find yourself halfway through the list with no results and the fact is that cold call marketing is a numbers game.

You must first:

1. Believe that the list in front of you is very valuable .
2. Know statistics and how many leads and sales should be within this list.
3. Focus on the number of calls you will place and decide on the number of sales or leads.
4. Have confidence, and an unfailing attitude toward your task ahead.

Although all of these tips are necessary ingredients to successful cold calling, make sure your goals are within reason and can be done in a sensible amount of time.

Begin daily goal setting, graduate to weekly goals and then work toward monthly goals to be the most successful in your business.

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

email:

customersupport@richworldwide.com

phone: (620) 443-5247

website: <http://richworldwide.com>

Join our mailing list!

**\$200 off any
new 4 week
program**

This special is good for the first forty hours only and program must be scheduled to start by June 17, 2008. Contact Melissa Rich to get started (620) 443-5247

Offer Expires June 16, 2008

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