



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

October 16, 2007

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.

Selecting a Vertical Market that works for you

By Tracy Rumsey(staff)



Key to your success

A vertical market is an industry of enterprises in which similar products or services are developed and marketed using similar methods that cater specifically to that market. Examples of vertical markets are: insurance, real estate, banking, manufacturing and transportation.

How do you decide which market is for you?

1. Do your research. Take the time to research your idea. Not only do you want to check out the competition, but you also want to make sure there is sufficient demand for your product or service.

Do a keyword search with the search engines. This will give you an idea how difficult this will be to market if you decide to add a website to your business.

2. Create a potential list. Review your current clients to determine what niche they are from. Study your list to determine which vertical markets can increase your sales and which vertical markets you can best cater to.

3. Create a unique selling position. What makes your product or service stand out within those vertical markets? Observe competitors to learn what features they emphasize on that makes them stand out from the crowd. Then determine what product or service you will offer that will make your business unique from others.

It could be something unique about the product/ or service or it could be something so unique that you can offer this to a more highly defined targeted niche market. This might only be offered by you and giving you the exclusive to this type of business.

4. Build your business. The hard part is over. You have decided to go with a specified market and now you get the chance to begin promoting your self and your new venture.

Develop a specific segment of your website that caters to those vertical markets and develop marketing materials (brochures and the like that cater towards that market. Many ventures fail to cater to a specific niche.

NOTE: You can develop several vertical markets to enhance your market base and sales potential.

Vertical marketing is developing a profitable business that will make your product/service stand out in a crowd. Taking the extra steps to research and build your business will allow you to become an expert in your marketing field and ensure life long profitable successes in business.

Analyzing the daily reports

By Cloren
Royal(staff)

Most service providers produce a detailed daily call report that is used for keeping track of results and outcomes of recent contacts. The call report sheet is a daily log that reflects performance and results and it is used as a tool to assist the

client for reviewing the current trends of recent calls.

This daily report sheet is very important because it is so specific to the exact information pertaining to your marketing campaign. The All Calls report will indicate the exact number of calls placed on that day and on the hour.

These calls are tallied up and list the outcome of each specific marketing call and whether they developed into leads or not. This all calls report sheet is also used to view the positive and negative outcomes resulted from the calls.

The All Calls report will specify the name of the company that was contacted and the contact that was spoken to. Other details on the all calls report include the date and time of the phone call. Changes are reported regarding the id status that will reflect the conversation and the ultimate end result.

You can view trends and patterns by referring to the all calls report from your marketing campaign. This will help you determine the target businesses that you wish to reach. The call reports can help you understand if there is a certain segment that is more likely to convert into leads through your marketing.

This report helps determine the average rate that the calls are converted into leads and which contacts have the potential to be converted into immediate or future sales.

You can view the reasons why a party may or may not be interested in the descriptions on the sheet. This report will help you seek out the bad results and the objections as well as understand what is bringing the positive results and the leads. This will help to narrow which factors are causing your program to succeed (or not).

You can read responses your marketer is receiving. You can review details and find out if your account is receiving the same respond or objection repeatedly. Use this to find out if many of your positive results are stemming from smaller organizations or larger companies.

This will help you determine what changes may or may not need to be made and realize what trends and techniques help your business approach convert contacts into sales or leads.

Understanding your report and the details are a great tracking tool. Read and utilize this report sheet daily.

Get down to the "nitty gritty" since the success of a program is based upon the small details. Understand what is working (or not) so that we can determine what changes need to be made to make your campaign the very best that it can be..

Question and Answer section

by Melissa Rich
(President)



This question and answer section is designed to provide brief answers to frequently asked questions relating to B2B Telemarketing and marketing questions in general. Please email your questions to melissa@richworldwide.com and we will answer your questions in upcoming newsletters.

This newsletters question:

Question: We would like for you to send an e-mail to our prospects and then complete follow up calls to set appointments. Please advise if you can do that for us?

Answer: We would not handle the initial e-mail unless they have specifically requested information from you. It is our policy to send e-mails only if the contact specifically agrees that is acceptable. As part of campaign, we will send e-mails to your prospects as appropriate, but will not send e-mails unless they have specifically stated that it is agreeable.

Cool Tips of The Trade

By Donna
Larsen (staff)

Sending literature

Typically most clients will want to review literature about your company, what you do and what you have to offer them, but it's not always easy to determine whether or not the client is genuinely interested OR if they are just requesting more information as an excuse to get off the phone.

In previous articles I have discussed HOW to send the follow up information and in this article I will discuss sending literature and how to know when you are wasting your time. These tips will give you an idea of what to look for in determining the legitimacy of the client's interest.

- **Manner Of Speaking**

One of the most obvious signs that a client is interested (or not) is the manner in which they speak to you. If the client is rushed and seems to be brushing you off - that is usually your first clue that they are not really interested.

You will more than likely note that during your follow up call 80% of the clients that rush you off the phone will not be interested or will not return any of your calls. A client that is truly interested in your company will take time to hear you and ask questions. They may be busy, but they will still either listen to what you have to say or simply ask you to call back at a better time.

- **Tone and attitude**

A client that is truly interested in your company will have a pleasant tone and attitude towards you. Most clients will be grateful that you have called them to discuss your company if they are interested. With this being said, be leery of the client that is harsh and rude when speaking to you.

Usually I find that if a client has a unfavorable bad attitude to start with, more than likely are not interested and will just lead to a dead end. Chances are you would be wasting your time to send them information if they were negative from the onset.

- **Personal judgment**

The best tip that I can give you is to use your own personal judgment and go with your instincts. If you have had a good conversation with a client and they agreed to get more information sent then by all means send the information over right away.

On the other hand, if the client says to send the information but you have a feeling they just wanted you to leave them alone, you may want to send information but ease into the follow up. One of my philosophies is to never send information to a client with a "whatever" attitude.

By this I mean the clients that say "Yeah, ok send it over I'll check it sometime later" or "Whatever, go ahead and send over information, I don't care." Phrases like these are immediate red flags that the client isn't at all interested.

To sum everything up, just simply remember to watch for the client's manner, tone and attitude. Really listen to the client to make sure you get a firm grasp on the whole general feel of the conversation. Above all, use your best judgment and instinct. If you have a feeling that the client is leading you to a dead end, go with that feeling. In most cases, your feeling will prove to be right.

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.

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.richerm.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](#)

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