



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

September 05, 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.

Common Objections Encountered by our staff

By Tracy
Rumsey(staff)



When you are in a sales position, there will be times when your prospective customer raises objections and provides reasons why they don't want to buy from you. Here is a poll of a few of our current staff members, what objections they hear most often, and how they respond.

Donna's most common objection:

The prospect just doesn't have the time. They say they just don't have the time to read the fax, email, or listen to what I have to say to set an appointment, etc.

Rebuttal-I deal with this objection by informing them that it will only take a few minutes of their time and I will be as brief as possible when explaining the program, or I would ask if I can call back at a better time. I found that they appreciate that I am willing to call back on their time at their convenience. Offering the prospective client solutions to the time problem enables them to be more willing and open to listen to what I have to say.

Some prospective clients use the "no time" excuse as their way of saying they are just not interested. In cases such as these, there's not much you can do-you wouldn't want to push them and waste their time or yours if they have their mind set from the onset. Listening to the way they talk and their attitude will give subtle signs to proceed forward or let you know they are just not interested.

Patti's most common objection: the old "time/ money" thing, however, when somebody sees a product or service they need bad enough they find the time AND money to hear the person out who is presenting the product.

Rebuttal: If the person allows you to run the appropriate objection by them you might get an audience. Applying an objection to a number of individuals when they've asked, "How could I use this?" or "How is this used?" has resulted in several "yes" responses to looking at a demo. LISTENING is very important.

Christopher's Most Common Objection: Cost. "I can't afford to spend any money right now; My budget is maxed out;No funds at the present time; Your product/services are too expensive."

Rebuttal: "What is most important to you? Budget or performance? We understand how important the dollar is and want to give you the most for your money. Give me just a few minutes of your time to show you what I have to offer. If at the end of our conversation, you are still not interested, we can certainly accept that and will thank you for your time."

Always reply to the objection with a question. It does not matter

what the objection is. For example: **Objection-** "We already have a service" **Rebuttal-**"How is your service working for you and what would you change if you could?"; **Objection-** "We are under contract." **Rebuttal-** "How is that working for you? When does your contract expire? We would love to get information to you on our service/products to give you the opportunity to do a comparison. We want you to get the most for your money."

How to select a contact list

By Cloren
Royal(staff)

Your contact list can be selected and customized based on different factors. Determine your goals and needs and then the list can be comprised of certain factors that can be specially selected by SIC codes, geographical area, year the business was established, and more.

The SIC codes (Standard Industrial Classification) is utilized to determine which businesses are in the type of industry that you are trying to target. There are millions of businesses in the database. You can search literally any industry and obtain information about each and every company and locate prospects and hidden sales opportunities. You can build your database and call list as well.

You may also want to determine which counties or parts of the state or country that will be your boundaries. You can use this factor in combination with the SIC codes during your search. Your contact list can contain a broad geographical area (such as the state) or can be more specific (such as counties, cities, metro areas, and zip codes).

Many list sources also use annual revenue as specific criteria. By using this factor, you can determine if this company may have the qualifications to pay for the type of services your business provides and may indicate that they are more likely to become a repeat customer.

Contacts lists may also include year of establishment to determine how long a company has been in business and you can utilize this parameter to further narrow your contact list. You may be looking for well-established companies, or perhaps only selecting new and fresh businesses that may be open for more options with your services.

Other helpful tools with this database to assist in narrowing your search may include company rankings and profile searches including an industrial analysis, market research, and annual reports. You may also need to know what role an individual plays in the business. You can also find out which companies are privately owned or publicly traded companies.

Your complete list can be customized down to the finest details for each and every company that you are aiming to reach. With this type of system, you are sure not to waste time nor money in

order to begin your marketing program for your business. Utilize all of the available tools for your search and your business will have a head start in the market.

Here at Rich Enterprises, contact lists are included with our programs based upon SIC codes, number of employees and geographical factors. If you are seeking this type of list to be prearranged and assembled for you, Rich Enterprises will provide such a database within the custom lead generation or appointment setting packages. Give us a call to get started: (620) 443-5247.

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.

Cool Tips of The Trade

By Donna
Larsen (staff)

Customizing Your Basic Script

There are many varieties of approaches and techniques for telemarketing and cold calling, but there is one thing that they all have in common and begin with a generic script. The script covers the basics of conversation, but are typically generic in regards to most other details. So here are a few quick tips on how to customize your script so that it fits with each individual prospect.

- **Personalize Your Script**

This is very simple to do. Always remember to refer to the client you are speaking with by their name and always use their company name when referring to their company. Avoid using generic terms such as referring to a company simply by what they do/manufacture.

(For example calling Block Buster Video and referring to them simply as a movie store instead of using the company's name in conversation). It helps if you take notes on each prospect company you talk to so that you can better personalize each approach. Jot down the names of the people you speak with, their title, etc.

- **Use Key Words And Terms**

Each prospect company has their own industry that they

specialize in. Be sure to know what type of business that the company you are calling is and try to utilize words and terms that pertain to their field.

For example if you are calling a doctor's office maybe say something along the lines of, " I understand that you are busy with your patients," or "I know you must be busy due to the up coming flu season, but if you have a minute I would like to talk to you about...." This just let's the prospect know that you aren't just calling company's at random, but that you actually know who you are calling.

- **Do Your Homework**

Make sure you really know your prospect company you are calling. It is helpful to do some background research on the company. Most company's have a website that you can use to gather information that can greatly help you customize the script. Many company websites offer specific information including what their company does, board member lists, background history on the company, and sometimes even their company goals.

Use these tidbits to help you personalize the company's script. When you research the company before calling you will have a better idea as to who the company is and what they do, that way you can more effectively use key words and terms when speaking to the company.

These are just some general tips that have worked well for me. But as I always stress, if you have a way that works best for you, then don't change. We each have our methods for doing things and some techniques may work better for you than others.

It can sometimes get difficult to customize your script for each individual prospect, but if you use these three simple tips, I believe it could greatly decrease the difficulty and amount of time spent personalizing scripts. Generic scripts are good for getting your foot in the door, but you really need to step it up and customize the script if you want to grab the prospects attention.

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.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:

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phone: (888) 443-5247

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**Objections
Worries? Let
us help**

Are you struggling with objections?
Send us your top 2 objections and
we will gladly supply you with free
tips on how we would handle them.

September 17, 2007