



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

September 23,  
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 excited to introduce our new blog. Melissa Rich has put together her thoughts on a blog page and would love to get your feedback-take a look:  
<http://blog.richworldwide.com/>

Subscribe to our blog for emailed updates!

## Selecting an outsourcing firm



Keeping your business pipeline full can be quite the challenge. A large percentage of businesses have found that outsourcing sales services has proven to be quite effective.

Outsourcing the sales process can boost revenue as well as profit margins, but how do you select the right company? Begin by establishing a list of criteria that works for you and your business.

**1. Staff**-what type of staff do they employ and what is their expertise level? Staff that works on your account can be a key factor. Ensure the company you choose is familiar with their staff and is comfortable with their staff's level of expertise of your business and offerings as well as the entire sales process from start to finish.

Ask for specific stats such as average years of experience per team member and average length of employment or contract. Avoid companies that cannot provide this data.

**2. Company history**-What is their success rate with businesses in your industry? Ask for numbers. Get an idea of how successful they have been. What is the average stay of clients/staff?

If they have a typical stay time of 3-6 months but have had long term accounts that have lasted for years, they are likely to be a company that is familiar with sales cycles and aware of the challenges of continual progress. Check references.

**3. Management**- Who is in charge of your account? Do they have daily interaction with staff and reports or do they play an operational role in sales and marketing?

Some companies provide hands on approach and will correspond with you daily with reports or give weekly updates. Decide which way would work best for you and your organization. Request special reporting that suits your needs.

**4. Cost**- What is the cost per lead or per hour? Does this fit into your budget and expectations? The cost factor can be the difference between using their services for a short period of time/trial period or negotiating for a longer contract with a less hourly rate.

**5. Contract**- What happens if you are in a contract and it is just not working out? Think about the contract you are signing. If outsourcing is something new for you and your business; taking on a trial run might be the best avenue.

Generally speaking, most companies will provide a monthly/hourly contract once the trial/testing period is over.

Outsourcing success depends on the firm you select, as well as your ability to measure their performance with expected outcomes. With an outsourcing relationship you are seeking performance, not just advice.

Choosing the right firm to handle your outsourcing needs can be a cumbersome task but well worth the efforts with long term results with future sales and clients.

## Announcements!!

By Melissa Rich  
(President)

Take a look at our new eBook. This is an eBook with fresh tips for sales and marketing professionals. This is a free download.

<http://www.richworldwide.com/ebook.php>

## About Our Company

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.

**Need a quote?  
Have Questions?**

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!**

[  ] **[Join]**

**Free**

Call us today to get your marketing program started and we will provide a scripting/training package free of charge. 620-443-5247

# Scripting!

October 6, 2008

**[FORWARD EMAIL- If you would like to share the content of the newsletter with a colleague, please feel free to forward our newsletter](#)**

✉ **SafeUnsubscribe®**

This email was sent to [melissa@richworldwide.com](mailto:melissa@richworldwide.com) by [customersupport@richworldwide.com](mailto:customersupport@richworldwide.com).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Rich Enterprises, Inc. | 2961 Road H | Americus | KS | 66835