

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

December 02,
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. Here are topics for our recent blogs:

Nov.25 - Blog post [Long holiday weekend. What are you reading?](#)

Nov.25 - Blog post - [Creating win-win sales opportunities.](#)

<http://blog.richworldwide.com/>

Subscribe to our blog for emailed updates!

Coping with Sales Rep turnover-

By Tracy
Rumsey(staff)



Smooth Transitions

With jobs being scarce in our present economic situation, one thing we should not have to be concerned with is sales rep turnover, but it is still a concern. Statistics indicate that one in four salespeople will be new to their position this year and most sales reps will have less than two years of tenure in their present position.

Many companies simply aren't equipped to organize the process of locating, hiring, and training staff members. In a job market where quality talent is a rare source, many hiring managers are just happy to have a database of applicants to choose from.

If you have high turnover in your sales department, you may want to take precautions in making your next turnover seamless.

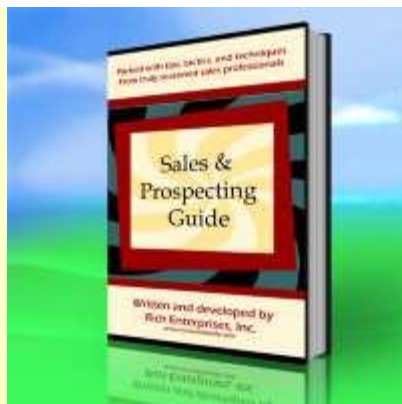
Here are a few ideas on how to make a smooth transition:

1. Have the outgoing sales rep. work directly with the new sales rep. for training purposes.
2. If the outgoing sales rep. is leaving on good terms, let them notify all prospects on the new contact. Depending on the role, you may wish to have the outgoing and incoming sales rep. make visit and sales calls together to insure continuity.
3. Provide your clients with several contacts from your company. If the client talks with several members of your sales team, they will not notice the big change of talking with one particular staff member more than another.
4. Email and Voicemail. Allow management and staff to answer incoming emails and voicemails for recently departed staff. This will take care of business at hand and show you are not missing a step.

Take the time to set plans and procedures in place for all incoming staff. This ensures smooth turnover without a hitch.

Announcements!!

By Melissa Rich
(President)



Release of our free eBook!

We are pleased to announce that we have released our free eBook!.

Each section includes a wide variety of articles.

We have had a phenomenal success getting our eBook out to those in the business that might need a refresher or just find the information helpful with everyday sales. We have experienced a multitude of downloads. Thanks for your

continual support of Rich Enterprises!

To download: Please visit our website www.richworldwide.com/ebook.php

Table of contents is:

- Letter from our President
- Contact list and target markets
- Reaching the correct contact
- Scripting and cold calling techniques
- The art of selling
- Overcoming Obstacles with strong rebuttals
- Utilizing and distributing marketing collateral
- Managing Sales programs and sales staff
- Marketing techniques
- Final thoughts

Sales Techniques

By: Cloren Royal
(staff)

There are various ways to go about selling. Each individual has a personal technique that works best for them. Even, the best salesperson makes an effort to improve on his/her skills to become better.

We have seen over the decades how sales has changed over time. Our era has seen many different facets of sales from the insurance agent selling insurance door to door, to telemarketing sales, and now internet sales. The approach changes with time and so do customers reception.

Studying sales , the changing face of sales and the way customers receive your message will keep you fresh in this market. It's best to examine this shift in the market from time to time and learn to develop your approach to polish up on your skills.

Studies have shown that almost all salespeople who fail to earn inadequate incomes are among the 8 out of 10 that don't make an effort to improve their sales skills. Taking courses to help improve sales skills will be helpful.

Try utilizing a community college or professional schools that specializes in the trade. Also reading books on sales would be helpful. I have formulated a list (no specific order) that may be helpful tools for improving sales below:

Here are helpful books/tools for improving sales: : [YouCan Always Sell More: How to Improve Any Sales Force by](#) Jim Pancero; [Superior Selling Skills Mastery](#) by Daniel Sitter

[How to Be a Sales Superstar: Break All the Rules and Succeed While Doing It](#) by Mark Tewart ; [How to Sell: Improve Your Technique and Maximize Your Sales \(Hamlyn Self Help S.\)](#) by Robert Ashton.

Also, another helpful tip in sales is to primarily think of how you can help customers reach their goals. This technique will automatically give you repeat customers and then you will have a community selling for you, with a list of positive references about your services.

This is often how companies succeed, through word of mouth and with a good name. Personally, I sell movies all of the time. If I see a great movie at the theater, I find myself telling everyone to go see it! I just helped that movie sell out at the box office. After all customer satisfaction is what keeps our businesses thriving

Sales can be rewarding. Statistics show that about 60 percent of the people who enter the sales profession leave within 3 years. The bottom line is break out of that comfort zone. Without risk, there is no reward!

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.

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!

*** Special ***

Program special for new clients! Free set up; Free contact list (if based on standard factors) and Free scripting. Give us a call to get started!! (620)443-5247

December 15, 2008

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