



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

April 21, 2009

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.

Check out our blog!!!!

Melissa, the President of Rich Enterprises posts her blog weekly. This week's topics are related to sales stages and phases. Check it out:
blog.richworldwide.com

Motivational Tips for everyday sales

By Tracy
Rumsey(staff)



Every sales person has their own style when it comes to sales. What works for some people may not work for others. Here are a few motivational tips that I like to use:

1. Trust your instincts- Use your intuition when it comes to sales. When you are internally directed, you have the confidence to trust your gut instinct and your intuition. The top sales people have internal drive and motivation.

2. Create a sense of urgency- now is the time to sell with the economy being what it is -if you wish to believe what the media is promoting. With our present economic state, we should change our sales approach - whether we agree with commentary or not.

Create a sense of urgency with customers that lets them know "We understand you are hurting and do not have a need for the unnecessary products or services". Then emphasize the cost benefits of your offerings.

3. Goals -It is imperative to have goals. Take the time to write down your goals and reasons you would like to accomplish these tasks. Plan goals for the day, for the week, month and what your sales goals are for the upcoming year.

With a specific goal in mind and consciousness of your reasoning, you will maintain the drive to accomplish those goals.

4. Daily Inspiration- Take the time to read daily quotes from highly successful people. This can be famous people or just the ordinary Joe that you happen to admire. Here are a few quotes from famous people:

Clint Eastwood: It takes tremendous discipline to control the influence, the power you have over other people's lives.

Henry Ford: It's not the employer who pays the wages. Employers only handle the money. It's the customer who pays the wages.

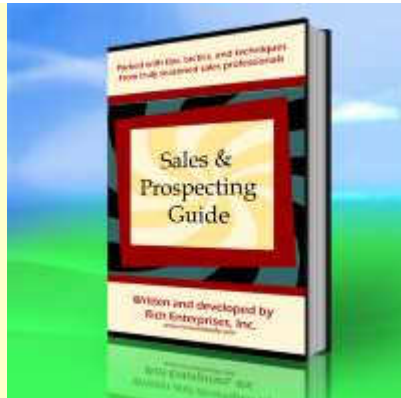
Richard DeVos: It is impossible to win the race unless you venture to run, impossible to win the victory unless you dare to battle.

Motivation can be very complex. Finding the right method of motivation can be challenging and should be adjusted on a daily basis to your specific needs. Decide which tips work best for you for a continual positive outlook.

Get out of bed every day with the attitude that "today is going to be incredible". A positive attitude is contagious. If you are positive and joyful, the sales will come to you. Make everyday your day!

Announcements!!

By Melissa Rich
(President)



eBook Updated

We are pleased to announce that we have updated our free eBook! We have added our recently newsletter articles to the eBook. We publish a newsletter at least twice per month.

This book is the best tool available for those in the sales industry or someone looking for tips from seasoned telemarketing professionals including over 150 pages of information.

Whether you are cold calling and need to brush up on your sales techniques or need to develop new objections to get past the toughest gatekeepers

Checking out the free eBook is a great way to see any articles you might have missed.

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

Overcoming Pricing Concerns

By: Cloren Royal
(staff)

Pricing for services must always be competitive. Quality is always what you are paying for but we must remember to keep the customers coming. When determining pricing, use other major companies as an example to tailor your pricing for services.

If you have a price in mind, your concerns are two major things. **First**, setting the price should be based on the distinctive excellence of your service or product. **Next** engage your thinking in attracting customers with competitive pricing. You have to be able to make sales to keep your business going.

Let's think of top companies that have good reputations that may have high pricing on much of their products or services but also recognize what consumers need. Buyers are always looking for specials and sales. Large chain restaurants do this all of the time.

One particular chain is famous for their superb flavor and quality of taste for chicken. It may be fast food; however, their distinct flavor and delicious taste is difficult to compete with. They have a higher priced menu for fast food, on the other hand, they have found a niche to offer specials daily and weekly to draw in the consumer.

An example may be "Tuesday's only \$1.99 for 2 legs and a biscuit." This special is enough to get a line of customers to buy this special (just to get their lips on the flavor)--but most families need more than two legs and a biscuit, right? Of course the consumer will feel that they are getting such a great deal on that offer, now they have some room to spend more on more chicken.

At least, this is what this chain is trying to get the buyer to think. This is how they can maintain a high-end menu, but still maintain buyers. The pricing perception applies to essentially every industry including retail, consumer services, business services (printing and advertising for example), and manufactured or hard goods.

Within your industry, you need to fully understand how your pricing compares to the competition and then justify why your pricing is different. If your prices are higher than average, you may need to emphasize your unique differences to justify the costs.

These are some helpful tips in determining pricing. Keep in mind how you compare and rank your service or product with competitors. The buyers will come as long as you run specials and great short term offers that expire throughout the year.

Customers are always enticed by the price, but customers become repeat buyers if they are satisfied with the quality.

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!

Contact Us!

We are beginning several new accounts and limit ourselves to only two new accounts per week. Contact us today to schedule your start-up date. (620) 443-5247

May 04, 2009

[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 by 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