



*Lead generation Appointment Setting Teleprospecting  
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May 05, 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.

## Four Power Words in Sales

By Tracy  
Rumsey(staff)



Every good sales person knows that having the ability to express themselves will give them the needed success in sales.

What are the most powerful words in sales? While the answer may vary and is subjective, here are my choices:

**1. You** - this is a powerful word because in sales, it is not about "me" or "my company". In sales, it is "what can I do for you? What will benefit you and your business?"

**2. Free** - This can be a powerful tool if used correctly. Free is overstated in many internet/brick and mortar ads. When using the word free as a teaser, make sure the opportunity for your client/customer to get something for free is truly there and not a bait and switch type operation.

With an economy driven business, we need to be true in presentation to all our current and future customers/clients.

**3. Results** - The bottom line is results. What are the end results for your client? Will it save them money or time?

Without positive results, sales would have no meaning. You can also use the results to showcase your successes with other clients and provide further reasoning to purchase from you.

**4. Guaranteed** - This word can be reassuring because it gives the prospective client/customer confidence in knowing they are not risking their money buying/using a product/service that they won't like and doesn't work for them.

Some words are more powerful than others. Choose your power words wisely and find the ones that work best for you and your market.

## Series: Types of Buyers

By: Cloren Royal  
(staff)

### Part 1: Identifying three types of buyers

Buyers base their decisions in different ways - emotionally, logically or financially. It is best to first identify what type of buyer you have and then cater your presentation to their decision style.

**Emotional buyers** make purchases because they feel good about it at that time. Ways to persuade such a buyer would be a statement like, "this would be wonderful for you to have." Depending on what you are selling, the emotional buyers can be the easiest to work with and simply need a bit of persuasion.

Often price is not the main concern with an emotional buyer. They often buy now and figure out what they will do with their purchase later. The key to selling to an emotional buyer is to make them feel good about the product or service.

**Logical buyers** consider more than just how they feel. They consider how it will make sense to include it in their life and daily operations. Price is also considered, but is not necessary the primary concern. A logical buyer will take mental steps as to how this will work, when it can be used and why they need it.

Help your logical buyer make sense of their purchase. Ask questions about what their thoughts are and then you can help the logical buyers make sense of it. If price becomes an issue, if at all possible, give the buyer purchase options. Perhaps a payment plan or financing may help the buyer make the decision today - rather than changing their mind. Logical buyers ask many detailed questions and tend to consider all factors in making a decision.

**Financial buyers** may be interested in the long term goals and the related financial impact. This type of buyer may or may not be an expert on the product or service, but they are going to "crunch the numbers" to make their decisions.

Their main concern is the return on the initial or ongoing investment. They consider all financial and numerical factors.

Each buyer type must be handled based upon their decision processes. Determine their buying style first and then continue with selling and presentation.

Upcoming articles will provide further information about each buyer type and will include recommendations for working with each buyer.

## 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](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!

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To ensure that your campaign is effective, please contact us today for an evaluation of the contact lists available for your market. (620) 443-5247

May 18, 2009

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