



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

June 02, 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.

Training your sales reps

By Tracy
Rumsey(staff)



Training sales reps can be a difficult task. Some sales people are difficult to train and supervise. They are not eager to be trained since they are "seasoned sales people" and know all there is to know.

Even the most experience sales rep needs brushing up on old and new techniques. Decide what kind of training is needed for your business and set up specific times and dates for all to attend.

Here are a few tips for setting up training within your organization:

- **Schedule regular training sessions.** For example, decide that the first Tuesday of every month will be a 4 hour training session on the latest tips of the trade. Make sales training mandatory. It should not be offered as an option.
- **Pump it up!** This should be a cheer session for all your sales people. Let your sales reps get involved with the training. Encourage staff to offer tips that have worked for them in the past to others members that might be struggling or just need a new approach.
- **Provide updated information.** Get the latest and the greatest on

your industry to provide for sales staff. Give them reasons as to why they need this information to be on top of their game.

- **Target specific segments.** If you are in sales and are promoting a new product, make this month's training session information regarding the pros and cons of your new product line. Tell stories that reflect your product and market.
- **Rewards.** Don't forget, people in sales like to be recognized for their achievements. Acknowledge those that have taken advice or used techniques from a training session and been successful.
- **Questions.** Ask staff to come to the training session prepared. What type of objections have they run across that have just literally stumped them? Encourage all to get involved. Make it a working training session. Don't make it one where you are doing all the talking.

As you train your sales organization to success, remember your representatives are an extension of you, your company and your business. Select and hire the "best" you can find.

You will have fewer sales problems if you hire motivated individuals who share your approach to business.

Series: Types of Buyers

By: Cloren Royal
(staff)

This article is part 3 in a series of four articles

Part 1 covered the three types of buyers and this article provides information regarding logical buyers.

Logical buyers use reasoning first and the purchase has to make sense. They think it through to determine if it is the best for that particular purpose and time. Of course, there are emotions involved in the thought process, but not the decision making.

When selling to a logical buyer, you may have to ask questions from the buyer in order to determine your selling approach. You must pinpoint the areas that will appeal to the buyer whereas, they come to a decision that they must make this purchase.

By asking questions, you will find what appeals to the individual or what their priorities are. This will help to determine the key points to emphasize in your sale to make the consumer's buying decision easier.

It is best to remember that a logical buyer is looking at multiple factors. Often price, place, time and other concerns come into mind. Try to make the logical buyer feel that if the price is not comfortable, find ways to make it affordable (ex: payment options).

Help your buyer determine the place for the purchase--logical buyers need justification that there is a good use and/or place for this item or service. Timing is a concern as well. A logical buyer will consider whether or not this is the proper time to buy. Often a logical buyer needs to be convinced that "the time to buy is now".

Selling to your logical buyers can be difficult or it can be easy. What you are

simply doing when selling is:

1. Building a relationship with the consumer
2. Giving them a piece of mind and contentment
3. Making your buyer feel good about their decision and helping them go home happy.

The final article in this series will cover: Selling to financial number crunching buyers.

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.richerm.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
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Call us to get started! (620) 443-5247

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