



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

June 16, 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.

Selecting the best sales team

By Tracy
Rumsey(staff)



Choosing your inside telemarketing team can be quite the challenge. What type of results are you looking to accomplish? Are you seeking someone to do the phone work and smooze your existing clients or are you seeking closers?

Choosing the best sales team is the first step towards success. The people you choose will serve as representatives for your entire organization.

First, assess your applicants. What types of candidates have turned in resumes to you and your organization? Are you seeking sales people that are seasoned in a particular industry or are you seeking those that can adapt to just about any type of sales?.

Next, develop a standard set of questions for applicants. Ask all candidates the same questions. Keep the questions simple and avoid asking questions that can be answered with one word answers.

Throw in a few conversational questions regarding the sales skills and styles such as their favorite gatekeeper tricks or sales obstacles that they have

overcome. Ask open ended questions.

By giving applicants a chance to "take the floor" this gives you the opportunity to see them in action. If they can take over an interview, they are more likely to get past a tough gatekeeper and close a sale with a C level Executive.

Finally, don't give out too much information about your company. If the applicant is truly interested in you and your business, they should have done their homework.

It is their responsibility to do research on your company and be prepared for the interview. Don't forget to ask why do you wish to work for us? What makes us different than any other company? What questions do you have about our company or this position? The answers can be quite revealing.

Hiring sales reps for your company and industry can be challenging. They not only need the sales skills, but need to understand and adapt to your company and industry.

Series: Types of Buyers

By: Cloren Royal
(staff)

Adapt your sales pitch to the financial crunching buyer

This article is part 4 in a series of four articles. Part 1 covered the three types of buyers and this article provides information regarding number crunching buyers.

Figuring out how to adapt your sales pitch to your financial number crunching buyers is a task that can be challenging. It's difficult to produce high sales in the market today. Spending on the market has slowed down considerably.

As a sales agent, we must strive forward in these complicated economical times and continue to execute our best sales strategy, so that our businesses can succeed.

Typically in sales, there is a price point that is fixed and we often make a decision not to deviate whatsoever from it.

We must understand that when dealing with financial crunching buyers, we must be able make changes in that threshold in order to continue with the sale. Before going into your sales approach, your numbers have to be calculated to determine how much room for change you can allow.

Of course we all want to profit as we can from each sale; however, the object of the game is to ultimately make the sale. We must do what works best for all parties involved.

If you want to please a customer that is financially squeezed without hurting your bottom line, then adapt your sales pitch. Create some negotiating within your sales pitch that will command your profits, yet take the edge off of your buyer.

The two most important elements in your sales pitch with money crunching buyers are based on your calculations - how much room your price can rise and

fall. The second is your negotiating skills.

Negotiations are so important because the results for both you and your buyer are to achieve means to a successful conclusion..

You (the seller) must successfully complete your sale (with acceptable profit earnings) and the buyer must feel that they too have accomplished their main goals by purchasing.

Have your figures and computations prepared before you sell. Of course, we cannot always satisfy each buyer; however, we can strive to obtain a high percentage of prospects to buyers conversion rate.

Be organized with your numbers. Learn the art of negotiating in order to please not only the financial crunching buyer, but also ourselves in this fierce economy.

Series conclusion: You must adapt your sales approach to each buyer personality. There are three types of buyers and you must learn to identify each type of buyer and then adapt your presentation and approach accordingly.

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

Join our mailing list!

phone: (620) 443-5247
website: <http://richworldwide.com>

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