



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

June 30, 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.

Staff Survey

By Tracy
Rumsey(staff)



What motivates you?

Motivation is a key factor to success. Everyone has motivation techniques that work best for them. Here is a staff survey from a few of our team members.

KC: My motivation is that I know I have talent but talent alone won't get you through those tough times.....Positive thinking is the key ...when all else fails and you think you have nowhere to turn, turn to yourself....Believe in yourself and that feeling you get when you achieve your goal is priceless.....make sure you do a happy dance that also gets my juices flowing.....I am doing mine now!

Patti: couple things keep me motivated. My own success is exciting to me, variety & money. Being successful at ferreting out information either online or with somebody on the phone is quite enticing.

Being able to wiggle through phone systems and tailoring a script to get the information I need. Phone work has high burnout and has high turnover so variety is important and works the brain to find new ways of gathering information. And last, the need to keep food on the table. I guess you might call

that being money motivated.

Sally: Making phone calls is my life so I make the best to get up every day and make the most out of it. The more hours I can get in a day makes me more motivated and makes me feel better. I don't like idle time. On my down times I like to paint or draw to take my mind off life. I spend time with my friends and family on the weekends which play a big part in my life.

Donna: A big part of what keeps me motivated is my family and seeing the stress average people with normal 9 to 5 commutes go through, whether it being finding a job all together, dealing with traffic or even simply just the extreme weather conditions they have to go through each and every day to get to work.

It really makes me put things into perspective and realize how lucky I am to have a legitimate work from home job position and that helps me to thrive and keep going.

When I get stressed out with telemarketing and feel like I'm going to pull my hair out, I stop and go out and work on my garden for a little bit or go do something fun with my daughter. It really helps me to even out, take a deep breath and plunge back in with a big boost of energy and confidence.

Melissa: I am always up to a challenge. Making sure that each program is going well can be quite a challenge - particularly when working with diverse industries. I begin my day in search of that sense accomplishment and usually don't finish my day until I have reached that sense of accomplishment.

Tracy: My motivation is to get up every morning to a new fresh day. At the end of a stressful day, walk away from the office; take a breather and get some exercise, go do something fun that takes your mind to other places.

I personally enjoy my family, my beautiful 16 month old granddaughter and working in my flowerbeds. If you can't get up every morning with an attitude that "I am going to do great things today", then why bother to get up at all.

Discover different ways for motivation. Some people set daily goals for themselves to keep their momentum going. Everyone has a bad day. Brush it off and remember tomorrow will be better.

Refining your scripting

By: Cloren Royal
(staff)

Your call scripts have to be tested before you settle on the one that works best for your business. The best way to determine what works is to try variations of your pitch and see what type of feedback is received.

Use that feedback to refine your approach. You will know what is effective (and what is not) based on your feedback and results. You will have to make changes that are effective enough to obtain leads and this comes from trial and error.

If you are frequently interrupted or cut off, perhaps your scripting is too long. In your script, you want to introduce yourself and your company quickly.

Your tone of voice and attitude must be inviting as well. If it is not, then you

will automatically turn off all listening ears and not be able to fully present.

The first half of your battle is to be inviting with your voice and presentation and the other half is how well you use the short time to relay your message.

Review your approach and phrasing and make changes as needed. Often, you want to take examples from others in your industry that have a similar objective and find out what works for them.

Learn from others in your industry. Of course you will vary your sales pitch to make it suitable and unique to your specific business.

Learn from the best and consider what you personally would like to hear and try to give your customers the same. It's best to put yourself in the customer's shoes.

What would draw you in and make you want to hear more? Consider what turns your ear away and avoid those types of factors.

Practice your approach. Be aware of how this may sound to your listeners. Refine your approach to determine what works best for you. Trial and error is the way to get to the perfect sales pitch. The answer to your success is definitely in the message!

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>

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Heat up your sales with hot leads! Contact us today for a free Program Outline. (620) 443-5247

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