



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

July 22, 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.

Announcements!!!

New Video for Rich Enterprises

We have a new video available for download. It provides information on how to get started with Rich Enterprises. Here are a few of the topics covered:

- What is sales outsourcing?
- How will outsourcing increase sales?
- What are the factors for success?
- Who is Rich Enterprises?
- Who is the staff for Rich Enterprises?
- What services are offered?
- What are the next steps?

Take a look for yourself!!! [RichworldwideVideo](#)

"Featured Team Member"

By Tracy
Rumsey(staff)



All about Patti

History: My history as a marketer started when I became a Consultant 20 years ago for consumer products company. I left this position after a year or so but got my feet wet in sales and marketing before changing positions.

I later moved to another state and attended telemarketing "boot camp". I worked in the old school phone rooms. It wasn't uncommon for me to bring a personally purchased headset into a job, plug it into a phone & have people slack jawed.

In one of my first positions, I did what was considered the unthinkable: I left messages on people's answering machines - and they were getting calls back. What amazed me with that was the manager came to me & said, "Um, this is costing us money, having people call back on the toll free #".

I said, "You...want people to respond, don't you?" I continued to blow away phone room managers with my tactics, learning about human behavior over the phone.

A phone room manager was complaining about not getting any responses out of an expensive phone list. I asked him for the local phone book & started dialing. I blew the performance of that phone list out of the water!

I learned the tactic of not pushing was called "consultative" because although everybody might be able to use this product/service & need it, only a certain percentage would actually buy it. The task is to find the buyers. When you find them, they'll open up & come to you. There's no need to push.

I started phone marketing virtually when we had a life changing event with the addition of 2 more children. The area I live in has historically been a poor job market & with the massive life change a conventional "9 - 5" work schedule would not work. I started in 2004 with the ever famous Live Ops and then came to work for Rich Enterprises in 2005.

Philosophies: The phone is an overworked marketing tool as well as being time consuming - so less is far more. A phone script should consist of no more than 3 lines. Identify yourself, what the company does & why are you calling them? If there's interest, the person will start to talk or ask questions.

My experience shows my love of the challenge in forming relationships over the phone for both myself and clients on the basis of excellent customer relations.

It takes far more work and money to get new customers than it does to keep the existing ones happy. I know what it's like to be on the other end of that phone, trying to get something accomplished and the people in customer service aren't listening.

Jump-Start Your Sales Efforts

By: Brenda Wenzel
(staff)

Using Open-Ended Questions

What skill do leaders, top interviewers, award-winning news reporters, and successful salespeople have in common? The ability to ask open-ended questions! These are little questions that go a long way toward building successful relationships - in life and in sales.

If you are skilled at asking open-ended questions, you will be able to ferret out more information and be more successful at filling your sales pipeline than your competitor who is unable or unwilling to ask open-ended questions to their customers and prospects.

An open-ended question is one that cannot be answered "yes" or "no", requires some thought, and at least a little detail to answer the question. A closed-ended question is generally answered with a "yes", "no" or other short answer. There is no room for elaboration, few details and further discussion is inhibited.

Researchers have studied how open-ended questions used in education can promote creativity and inspire more open thinking. Typically, an open-ended question begins with the words: who, what, where, why, when or how.

In school, we are taught to use these key words when writing or speaking to make sure we cover a topic's main points. Our teachers made us use these words in letters, essays, speeches and reports. Many of us use these words in everyday conversation. However, for whatever reason, these important questioning tools sometimes go by the wayside when on the phone with a customer or prospect.

Asking open-ended questions encourages conversation from the other party. I believe information also may be more accurate, since the prospect is required to provide more thought to their answer. Consider this, here are three ways to ask the same thing.

Which style would encourage you to share more details?

- Do you need service?(closed-ended question)
- Tell me about your Service currently in place(imperative statement/demand used as open-ended question)
- That's an interesting point about your Service (declarative statement used as open-ended question)

In the second two examples, I substituted statements, and used them as my open-ended "question". Sometimes, a statement can serve as an equally good way to glean information, since "answering" the statement is implied by the statement itself. Some other good sentence beginners are: "how do you like/need/have; " and "tell me".

In my experience, open-ended questions can establish rapport between you and the prospect and can set a more conversational, friendly tone during your sales call. Scripts using open-ended questions as their foundation allow you to tailor your questions to suit your prospect; a useful ability when your conversation takes an unexpected turn.

It's difficult to statistically prove that open-ended questions will improve your

sales effort. However, I believe they are the key to successful selling.

Make a point to ask open-ended questions more in your personal and business life and you will be surprised how much information you gather. And, just as importantly, don't forget to listen to those details - they will guide you as you formulate your next open-ended question!

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!

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