



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

November 10,
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](#)

Assessment of Your Telemarketing Team



To have a successful marketing campaign, you need several key factors. **First-** give feedback to the company providing marketing services to allow them to tweak programs and make necessary changes for a successful campaign. Let the company know that asking for feedback is just what it implies.

Feedback can be considered as criticism. Constructive criticism can be both helpful and healthy for the marketer working your account as well as the marketing program. Feedback will validate assumptions and/or uncover trends that can be corrected through scripting or common objections.

Second- Decide what would work better for your program.

1. Should the marketer ask more in depth qualifying questions?
2. Is the marketer unable to reach the correct decision maker?
3. Are they reaching the appropriate target market such as number of employees?
4. Is the geographical area working for your product or service that is being marketed?
5. Are the leads generated and appointments set working for you?
6. With this information, are you able to close sales?

Third- Make changes to the program according to the feedback.

1. Add new qualifying questions. If the marketer is asking, "Are you in need of the product or service being offered", change the wording to ask "Do you have the budget to purchase?" They might also ask what their budget is and when do they typically purchase. Is it calendar year or on an as needed basis?
2. Locate the correct title. If the marketing team is calling for the IT Director but we really need to talk with the owner-change the list of titles to include: Owner, GM or CEO of the organization.
3. Take a look at the SIC codes being used and see if they are targeting businesses with enough employees that would have a need for your offerings.
4. If you are targeting a local area, think of expansion into other geographical areas that would also have a need for your product or service.
5. What happens after you receive the lead? Is there enough information on the report for you to feel as if you were on the call? Ask for more detailed information. Requesting the marketer make note of the entire conversation can sometimes be helpful when following up on a lead. If the marketer talked about the World Series on the call or the latest hurricane, mention how easy the conversation flowed.
6. Can you close the sale with the information provided by your telemarketing company? Each report for a qualified lead should have all the answers needed for you and your company to get your foot in the door with a lead or build a business relationship with an appointment set.

Last-Analyzing data is an important component of any marketing strategy. Provide feedback to your telemarketing company to give your marketing team the tools needed for a successful campaign.

Here are a few books on the importance of feedback in telemarketing: [Total Telemarketing](#) by Robert J. McHatton; [The Complete Guide to Telemarketing Management](#) by Joel Linchitz

Creating Case Studies for Your Business

By: Brenda Wenzel
(staff)

In our last newsletter, we discussed case studies - what they are, why they are important, and how they can help your sales effort. This week, we bring you help on how to write a case study you can actually use for your business.

Remember, a case study is an in-depth look at a "success story" you or your company experienced with a particular client - it illustrates the details of your success, and highlights how your product or service solved a client's issues or helped them overcome specific obstacles in their business.

The "Formal Rules" for Writing Case Studies. While researching information for this article, I ran across a book by Robert K. Yin, one of the foremost experts about case study methodology. In his book, *Case Study Research: Design and Methods*, Yin recommends using standard protocols when writing case studies, including these areas:

1. Field Procedures (credentials and access to sites);
2. Questions (specific questions the investigator must keep in mind during data collections);
3. Guide for the report (what type of format you will use).

The "Simple Rules" for Writing Case Studies. If you're thinking about writing your own case study, don't be overwhelmed by the fact that formal guidelines and methods exist. Writing a case study is really quite easy. I think we can take Yin's formal guidelines and apply them to our own business situations. I propose using a few "Simple Rules", derived from Yin's standard protocols, to help you develop and write your own case study:

1. Field Procedures - start with one client to interview; you can always interview more later;

- Decide what your top one or two selling points are for the product or service you are selling.
- What information is fundamentally necessary for the prospect's understanding?
- Which current, top client will you contact?

2. Questions -always consider how the information you're gathering can be used to convince others to try your product or service; my "top three" questions would include the following:

- What was the client's challenge or need?
- What process did your business use to help the client solve their challenge?
- How did your product or service solve the client's problem or meet their needs?
- How did your product or service solve the client's problem or meet their needs?
- And, ask your client's permission to use their logo in your case study,

or in other places.

3. Guide for the report - decide what will work best for you and your prospects;

- Usually case studies are short narratives, but you can use outline form, bulleted lists, or combination's of any of these to suit your needs;
- Your content will include who your client is, the questions you asked following "Simple Rule #2" above, and the answers to those questions;
- Ask your colleagues to review your finished case study. Ask them if your case study would compel them to buy your product or service? If not, go back to "Simple Rule #1" above and review or revise your work.

By following these "Simple Rules" to write your own case study, you'll have another convincing sales tool to add to your sales toolbox when working on converting your prospective clients into happy and satisfied customers!

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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