



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

December 01,
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.

Three ways to communicate better

By Tracy
Rumsey(staff)



With Prospects

What do you think about when you think of a sales person? Most of the time we think sales people have the ability to sell ice to Eskimos. Often it is said that sales people have 'the gift to gab'. Not everyone in the sales profession was born into this profession and need to regularly work on their communication skills.

How can we better communicate with prospects?

Communication is something we often take for granted and we should determine what factors into our communication process. As humans, we expect the other person to understand exactly what we are talking about, although we appear to get frustrated at being misunderstood. Learning how to communicate with our clients can make the difference in results.

Determine 3 qualifying factors for communication.

1. Language. Certain industries have certain language and if you are communicating within this industry, you will need to work with their jargon. Information technology is one of the industries that can be tough to crack.

If you are not one of them, you will stick out like a sore thumb. Learning to understand the jargon of the industry will provide needed credibility. The key to communication in any industry is to remain flexible.

2. Details- The most common area for communication issues arises when people have different levels of detail. Some people like intricate detailed information and others go to the extreme of avoiding events with the slightest level of detail.

Put your level of communication in the middle of the road. Provide enough details about your product or services offered to widen the pool of prospects. Focusing on customers that fall into your level of skill for details will restrict business with those that may need more or less information. Staying in the middle of the field will allow flexibility in both directions.

3. Boundaries- Some people like a lot of boundaries where others find boundaries very restrictive. We all have the capacity to handle communication on all levels but always resort to doing what we feel most comfortable with and generally do.

Lack of boundaries is generally associated with those that are "Free spirits or creative thinkers". These kinds of people are generally those that will take the conversation to all levels but end up with a sale.

There can be many barriers in communication. Making this an area of skill to work on, will allow sales people to become influential in being understood as well as helping to influence how people think and direct them towards the sale.

Study how people think and how they communicate to begin practicing flexibility in your communication with others. Natural born salesmen are born with this skill but this is a skill that can also be acquired and taken to a much higher level by anyone willing to put in the time and effort.

Why You Should Earn Back

By: Brenda Wenzel
(staff)

Your Former Clients

In these tough economic times, you're doing what you can to boost your business, right? Perhaps you've intensified your efforts to turn prospects in your sales pipeline into customers? Or maybe you're trying to grow your business by launching and promoting a new product? Good for you!

However, how many clients have you lost this past year? Are you concentrating your efforts and resources on only new clients, or are you also targeting former clients? When it comes to growing your business, don't forget about marketing to that pool of former customers you probably have. If you aren't trying to earn back business from these folks, you should be.

The Harvard Business Review backs this up. They found that cutting customer defections in half can more than double a company's growth rate. Think what impact winning back just some of your former customers could have on your business!

I was shocked when I learned that most U.S. corporations lose half their customers every five years! See the article by Frederick F. Reichheld, "[Learning](#)

[from Customer Defections", Harvard Business Review](#), (accessed November 22, 2009).

In his article, Reichheld discusses the importance of using customer defection as a measurement for how your business is doing. Regarding customer defections he says, "First, it is the clearest possible sign that customers see a deteriorating stream of value from the company.

Second, a climbing defection rate is a sure predictor of a diminishing flow of cash from customers to the company-even if the company replaces the lost customers-because new customers cost money to acquire and because older customers tend to produce greater cash flow and profits than newer ones.

By searching for the root causes of customer departures, companies with the desire and capacity to learn can identify business practices that need fixing and, sometimes, can win the customer back and reestablish the relationship on firmer ground."

Now, maybe some of your former customers are ones you would be better off without. Maybe they are not really a good fit for your business - - - maybe they are too abrasive, poor for morale, or just plain wrong. But most of your former customers are probably "right" for your business, and are worth the time and effort on your part to win them back.

Before you can really go after those former customers, do you know why they left you in the first place? There's a pretty good chance they left you because they were treated poorly by someone in your company, or they felt you just didn't care if they stayed or left.

From a quick Internet search to see what I could learn about why customers leave, I found that The American Society of Quality Control conducted a study to determine why companies lose customers. The number one reason (68%) customers leave is due to perceived indifference!

Before we "meet" again in this newsletter, take some time to evaluate your customer retention (or lack of) over the past year(s). I suspect you will be surprised at what you find out. Consider if your "relationship" could be the cause of their leaving.

In our next newsletter, I'll talk about how you can improve your relationships with your current customers and how to win back former clients using the sales tool of telemarketing. And, if you don't have the time or resources in-house to do this important job yourself, I'll tell you how we could help you with that task.

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

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