



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

December 15,  
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.

## Merry Christmas and Happy New Year

Tracy Rumsey

**From all of us at Rich Enterprises, Inc!!!**

We want to wish you ,your friends and family a happy, healthy holiday season as well as a prosperous New Year!

## Holiday Down Time

By Tracy  
Rumsey(staff)



Every business gets ready for this time of year whether it is to prepare for an increase in sales/business or to make use of business down time. What can you do with your down time? Here are tips on ways to keep you productive during this time of year.

- 1. Set Goals-** Become goal-oriented. Take this time to look at your current goals. Make time everyday to set goals on different levels. Create an updated marketing plan and budget. Where do you want to be this time next year? Set goals for one year out and then for 10 years. Where do you see your business in 10 years?
- 2. Prepare for 2010-**Get ready for inventory and tax season. Use your down time to organize receipts and accounting information for a smoother tax time.
- 3. Business Planning-** Do you have new products or services to offer in the

New Year? Use this time to do research for new ideas. What products or services are not being offered? How can you incorporate them into your business? The economy has caused business to rethink their business offerings. Make sure your offerings are those that would almost be considered necessities. Customers are more likely to use your product or services if it will make their job/life easier.

**4. Out with Old-in with new-** Now is the time to analyze the statistical data to see what worked for your business this past year and what didn't. Did you try a new market and did not see the ROI you were expecting? Take this time to make changes that will benefit sales for 2010.

**5. Vacation/Seminar-**Down time is a great time to take a vacation. Encourage staff to take family time during the slower seasons. Take this time to attend a seminar. Update your industry and business skills. Use your down time to read, study, and add to your specialty knowledge.

Business down time can be used productively to prepare you and your business for the next burst of business coming your way in the New Year. Renew your business and create a firm foundation for the busy days ahead.

## Telemarketing Back

By: Brenda Wenzel  
(staff)

### Your Former Clients

In our last newsletter, I talked about why former clients are vitally important to any business, and the often overlooked impact they have on a business' bottom-line. (See my article, "Why You Should Earn Back Your Former Clients", Rich Enterprises, Inc. Newsletter, December 01, 2009.)

Hopefully, you've made time to evaluate your customer defection rate, and have calculated how those former customers affected your profitability. How different would your revenues be if just some of those customers were still with you? You realize how important those customers were, now that they're gone. Even if you replace those lost customers with new ones, you also realize new customers take more time and effort to acquire than the time and effort needed to retain customers.

After evaluating how important those former customers really were, you decide to try and win those customers back. You decide the simplest, most effective way for you to do that is telemarketing - using the phone as a tool to quickly, easily and efficiently connect with people.

**Telemarketing can help get back some of those clients that went away.** It's also a great tool to survey existing customers on their levels of satisfaction, help you improve your customer service, and provide you feedback about weak areas in your business.

I discovered a fascinating study by Jill Griffin and Michael Lowenstein, "CUSTOMER WIN-BACK: The Untapped Profit Opportunity Awaiting Your Company". The Griffin Group.  
<http://www.loyaltysolutions.com/pdf/wbstudy.pdf> (accessed November 22, 2009). This study gives examples and hard numbers, that when it comes to customer service and satisfaction, a business' sales and marketing staff rate their service MUCH higher than their customers did when asked the same

question

**Telemarketing is also an excellent way to close the gap** between your perceptions about your customers, and what your customers really think about doing business with you. It's a great way to "survey" your customers to find out what you're doing right, discover what you can improve on, and cement your customer relationship to avoid losing customers in the first place.

Maybe you have lost some of your customers in your struggle to forge ahead in your business. You do realize how important it is to try and earn some of them back. However, you don't have the in-house resources to woo them back, much less concentrate on retaining the customers you have.

**That's when you should consider hiring experts to assist you in your sales efforts.** Here at Rich Enterprises, Inc. we do telemarketing outsourcing, so if you don't have the in-house resources to win back your former customers, retain current ones, or generate new business, we will do that for you.

Owner, Melissa Rich says, "Our main objective is to help our clients increase their business. Basically, we're reaching out via phone to their potential prospects to find interested people and then we let them (the client) handle the actual sales process from there."

Rich Enterprises can work with you to determine how best to approach your former clients. We can help you start rebuilding relationships that will help you and your former customer, with the goal of helping you earn those customers back.

If you're considering telemarketing assistance, be sure to thoroughly research the company you are considering. Check how long they've been in business, the quality of work they do, their reputation and how you can verify the work they're doing for you. Also find out how long their staff has been with the company, and where the staff is located. "Telemarketing can't increase your business if you're not ready for it", says Rich.

If you're ready to tackle the work it will take to improve your bottom-line by earning former customers back, telemarketing is a great sales tool to try!

## 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](http://www.richworldwide.com). In 2004, Rich Enterprises, Inc. also established [www.richcrm.com](http://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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