



## Program Details, Cost Analysis, and Uses

A custom marketing program with Rich Enterprises Inc can include the following:

- Contact with companies and entities to determine their needs for your products/services via cold calling and telemarketing.
- Determine if they have upcoming opportunities within whatever your time. For opportunities that are outside that time-frame , we will schedule follow up calls and initiate calls as needed.
- Determine if those opportunities fall within your parameters based upon qualifying questions.
- Report opportunities to you.
- Distribute marketing collateral via fax or e-mail.
- Import contact list per your demographics as needed into database and maintain database.
- Develop all scripting and training materials to ensure presentation is effective.
- Continually monitor your program to ensure that it accomplishes the desired results.



### Reports and Communication

- Conference call each week to discuss the appointment results, program results, and improvements.
- Opportunities shall be reported via e-mail each day. Daily reports showing all marketing efforts made on your behalf.
- We will also contact you as needed to gather feedback to improve your campaign.

### Cost Analysis

Cost benefit analysis and return on investment are the foundation for most business decisions. The financial benefits of utilizing our services will be an increase in sales and revenues.

Standard ROI calculations will not include the intrinsic value of the new contacts that you have made value of future sales from your new clients and the increase in your sales pipeline which will ensure that future financial goals are met.

We would be more than happy to provide return on investment calculations for your business. In short, **our services will increase your revenues.**



## Specific Applications For Your Business

Our services have a wide range of applications and uses. **Here are a few examples:**

- **Cross selling** – Announce new products to current or prospective clients by providing a service or product that may be complimentary to their existing purchases.
- **Up selling** – Announce new products to current or prospective clients by providing a service or product that may be an enhanced or better version of their existing purchases.
- **Increase in market penetration** - within your current and potential customer base by reaching out to new prospects that you have not been able to reach due to lack of resources.
- **Expansion of your current base** - by pursuing a new market. New market could be reached by tweaking your presentation for that specific market or by expanding into a new geographical market.

## More Information

We can provide a detailed proposal designed to suit your specific needs. Each program is uniquely developed based upon products and services offered, current prospecting methods, geographical restrictions, and future marketing plans.

