



## In this issue: Starting a Cold Calling Campaign

We specialize in commercial HVAC cold calling and telemarketing services. Our mission is to focus on cold calling and reaching out to new prospects, while allowing your sales team to focus on closing new HVAC service agreements.

We have worked with the HVAC industry since 2005 and have helped our clients grow! We qualify and generate commercial leads, establish sales appointments for your team, and bring opportunities to you to close HVAC service contracts and maintenance agreements. All programs are designed to increase your revenues quickly within your existing or new market.

New clients are often curious about the process for getting started with an appointment setting or lead generation campaign. We have worked over the last ten years to streamline that process. Here are the steps:

Schedule a conference call with your team and the Rich Enterprises, Inc team. This conference will help us assess your needs and structure a program that will result in new sales opportunities for your sales team. This conference will also help determine if your existing sales team is ready for growth and new appointments.

Select the program that is right for your business. Are you seeking leads or appointments for your sales team? How will prospects be qualified? What geographical market works best for you? We are pleased to structure all outbound calling efforts around your needs and goals.

Educate us about your needs and approach through our new client questionnaire. Our questionnaire allows us to determine the best approach for your account. Our primary concern is making your program a success and understanding your needs is key.

Program outline. Review the approach for your campaign to determine if the message is a true representation of your unique selling proposition.

Determine your niche and market. What geographical area do you serve? How do you feel about pursuing maintenance agreements with governmental entities? What types of businesses are most likely prospects for you? In formulating your campaign, these factors need to be considered.

Should you have any questions regarding starting your program, please do not hesitate to contact us at any time.

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