



# Richter10.2 Doubles Their Clients Using Cost Per Reach

**Challenge:** Richter10.2 has spent considerable time and energy on their video division (Richter10.2 Video) to build the team and drive new sales. While this was a very successful division, the attention on sales for the Cost Per Reach (CPR) side of the business had been distracted due to the demands from the video division. This caused sales within the Cost Per Reach division to slow down to a trickle.

**Solution:** We decided to move one full time account rep from our Cost Per Reach side of the business to begin working on attaining reaches for Richter. In other words, Richter became a client of Richter for the purpose of bringing in new business for the Cost Per Reach division. We also moved one of our business development directors out of the video division and strictly into the CPR sales area.

**Result:** In approximately 45 days this strategy helped us develop new reaches for our business development director who then sold and closed enough new clients to double our current Cost Per Reach clients and our monthly billable fees. The strategy produced 30 solid reaches that were our exact target public audience all expressing strong interest for our services. The ROI on this strategy for Richter was approximately 10 times what was spent per month. **(NOTE: Below is our monthly billable fees graph showing the growth from mid July to September)**

**Find Out More:**

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