

The following are the two simplicities of Richter:

- 1) We understand people and human nature and how to make introductions that reflect real life and which result in real relationships and reach for our clients' products and services.
- 2) We understand communication and how best to communicate with our clients' target audience in a way that impinges, gains interest and gets a response.

Sales is and always has been about people and relationships. A relationship starts with an introduction and communication which develops interest and reach. Simply put, people like to do business with companies they know and like and have a relationship with.

We have found that one of the main barriers to sales is that the target audience our clients want to go after simply have never heard of them before; they are just not known to them. This then becomes our first step to handle: we make our clients known to the people they want to be made known to.

We therefore follow these 3 core objectives:

- 1) **Introductions** - We define and seek out each client's target audience to introduce our client to them and make our client known to them. The initial introduction sparks the relationship and we have found that generally the two biggest barriers to sales occurring is that a) the target audience simply does not know about the client or their products or services and b) therefore there is no relationship. We handle this by naming out who our clients want to be introduced to and then do the legwork to find them and make the introductions which develop interest and reach.
- 2) **Sales tools to shorten sale cycle** - We develop tools for our clients that will help articulate who they are through demos, videos, press releases, Social Media Press Kits (SMPKs), websites, etc so the business development/sales team has professionally created material to assist and shorten the sales cycle. We have found tools like videos that clearly explain and communicate the client's products or services in under 2 minutes can dramatically shorten the time it takes to sell a prospect.
- 3) **Confidence tools to increase percentage or probability of closing new prospects** - In order to strengthen the reaches we have developed and increase the probability of the prospect deciding to do business with our clients, we develop tools that build confidence, such as professionally done case studies, client testimonials, press releases, and 3rd party articles that are industry specific saved to pages like Delicious.com for the prospect to review as well as blogging strategies to get others talking.

A comment on profitability:

Richter10.2 has structured our services to work on a performance proposal which protects the client and motivates our team to hit certain goals and targets. Once our strategy is in motion, our fees are off-set by the profit we produce month in and month out for our clients. In other words, the value of business based on the performance targets we put in place on our proposal is greater than the costs of our services, effectively resulting in our services no longer costing our clients anything at all.