



RICHARDSON

THE POWER TO SELL



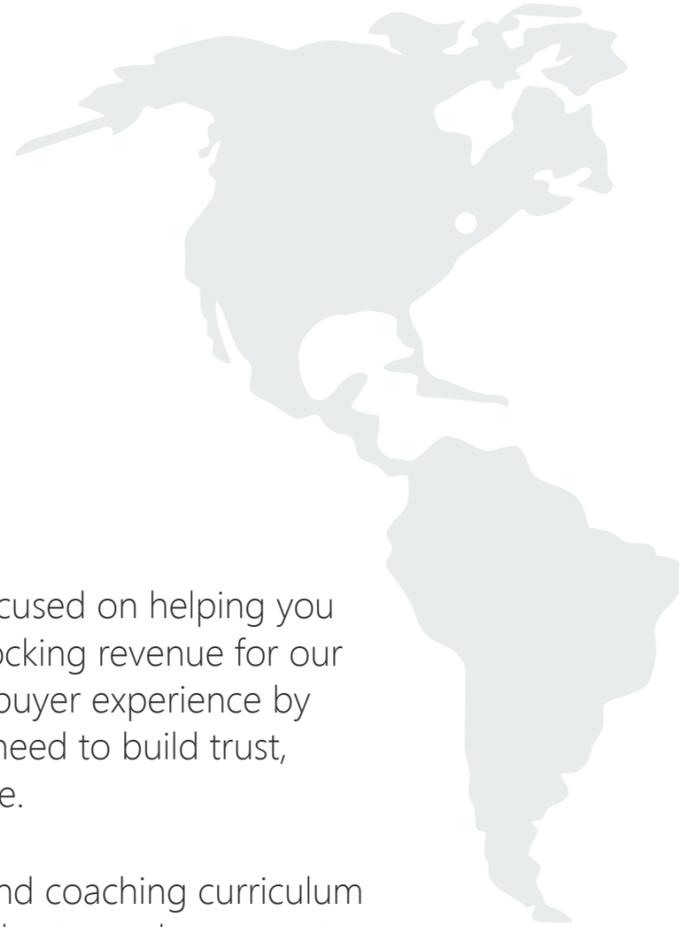
**RICHARDSON**  
THE POWER TO SELL

## A BIT ABOUT US ...

We're Richardson, a global sales training company focused on helping you drive revenue and grow long-term relationships. Unlocking revenue for our clients is what we do. Our goal is to transform every buyer experience by empowering sellers with the critical selling skills they need to build trust, demonstrate credibility, and create differentiated value.

Our methodology combines a market-proven sales and coaching curriculum with an active learning approach that ensures your sales teams learn, master, and apply those behaviors where and when it matters most — in front of your customers. In everything we do, we elevate seller performance by connecting our sales expertise to individual potential, transforming your sales organization into indispensable partners for your buyers.

What's unique about Richardson is that, after three decades, we are still leading our industry because of the quality and customization of our solutions to drive our customers' success time and again. Our customers' stories don't end when they reach their sales goals. For us, success comes when they push beyond the expected, using the skills that we've helped them master to transform businesses, lead markets, uncover new opportunities, and strike out in new directions.



**Founded in 1978**, we are headquartered in Philadelphia and have international offices in the UK, Singapore, Australia, and additional satellite offices around the globe.

- 100 Senior Training Consultants and Coaches located around the world
- Delivered programs in 41 countries
- Programs translated in 22+ languages

Richardson and our clients are highly recognized and have won numerous industry awards, including the following:



# THE RESULTS WE DELIVER ...

We are honored to partner with many of the world's most admired global companies. The defining moments for our firm are when our clients achieve success.



## Sales Effectiveness

- Annual volume doubled in one of the largest preferred accounts
- The company saw a \$15 million increase in year-over-year growth
- Approximately \$100,000 of growth per person can be attributable to the program



## Account Planning

- Attained 129% of quota
- Increased client satisfaction scores



## Account Planning

- Increased pipeline 195% for coached accounts vs. non-coached accounts
- First year ROI of \$23.7 million on \$1.4 million spend with Richardson in the first year



## Coaching For High-performance Sales Teams

- Seventy-four percent of participants reported increased sales post-training, with 48% reporting at least a 10% increase or greater
- Achieved a 50-basis point improvement in the trading margin to 8.2%, which is a record



## Selling with Insights

- Moved from #5 to #1 in Net Promoter Score among Canadian Banks
- Twelve percent increase in unit sales (wallet share)

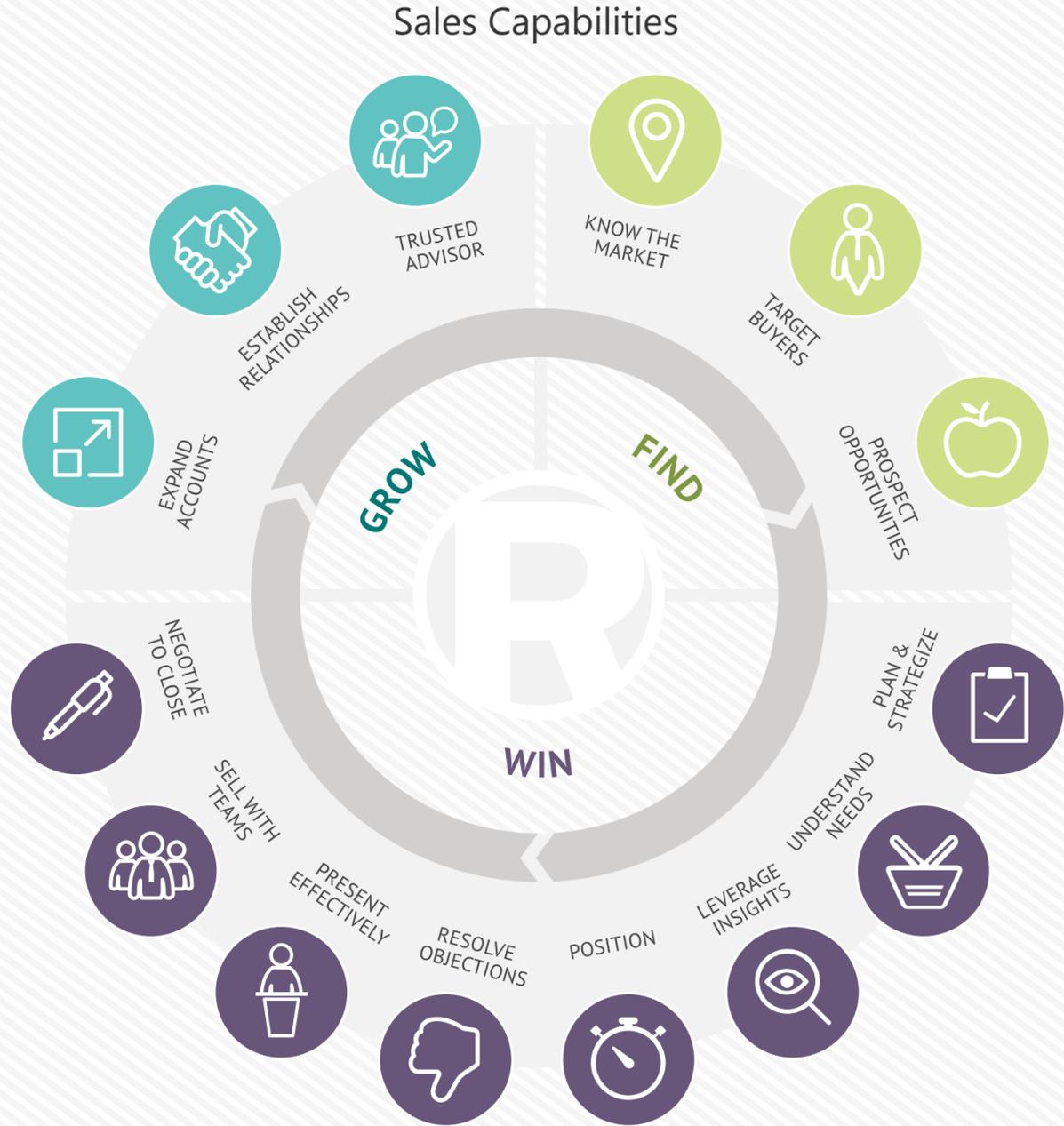


## Trusted Advisor

- Post-training, participants met or exceeded the best-practice benchmark by 40%
- Professional Services sold over 500,000 hours worth of business (~\$50 million) six months sooner than the same time a year ago (before training)

# WHAT IT TAKES TO SELL TODAY

The buyer journey has changed dramatically, and successful sellers need to be armed with the latest approaches and thinking in order to connect with their buyers and drive sales success. There is no single competency or skill that drives sales excellence — rather it is a collection of behaviors and skills across the selling process that need to be honed and mastered.



## FIND

- KNOW THE MARKET**  
Territory planning. Understand key industry drivers. Know market competitors. Be aware of market dynamics.
- TARGET BUYERS**  
Target your addressable market. Know common buyer profiles. Identify key prospects.
- PROSPECT OPPORTUNITIES**  
Create value to gain prospect interest.

## GROW

- TRUSTED ADVISOR**  
Collaborate with internal and external resources to become a go-to advisor for your clients.
- ESTABLISH RELATIONSHIPS**  
Build rapport and credibility to create and deliver continuous value.
- EXPAND ACCOUNTS**  
Account planning. Capturing referrals. Uptiering, cross-selling, upselling, and renewing.

## WIN

- PLAN AND STRATEGIZE**  
Create effective strategies for penetrating your market and target accounts. Competitive, stakeholder, and value planning.
- UNDERSTAND NEEDS**  
Uncover customer needs and buying requirements. Convert requirements into insightful recommendations.
- LEVERAGE INSIGHTS**  
Reframe client thinking.
- POSITION**  
Position and differentiate yourself, your solutions, and your organization.
- RESOLVE OBJECTIONS**  
Get to the root cause of the objection and position for resolution.
- PRESENT EFFECTIVELY**  
Prepare and deliver compelling client presentations.
- SELL WITH TEAMS**  
Create a shared team strategy and consistent approach for winning opportunities.
- NEGOTIATE TO CLOSE**  
Confidently navigate the negotiation process to produce win-win outcomes.

# HOW WE PARTNER WITH CUSTOMERS ...

We don't believe in "one size fits all." We customize our content and learning solutions to drive improvement in the selling capabilities that matter most to you and that will most effectively drive the results you seek.

Our commitment to you and your team is a relentless focus on measurable results and long-term impact.



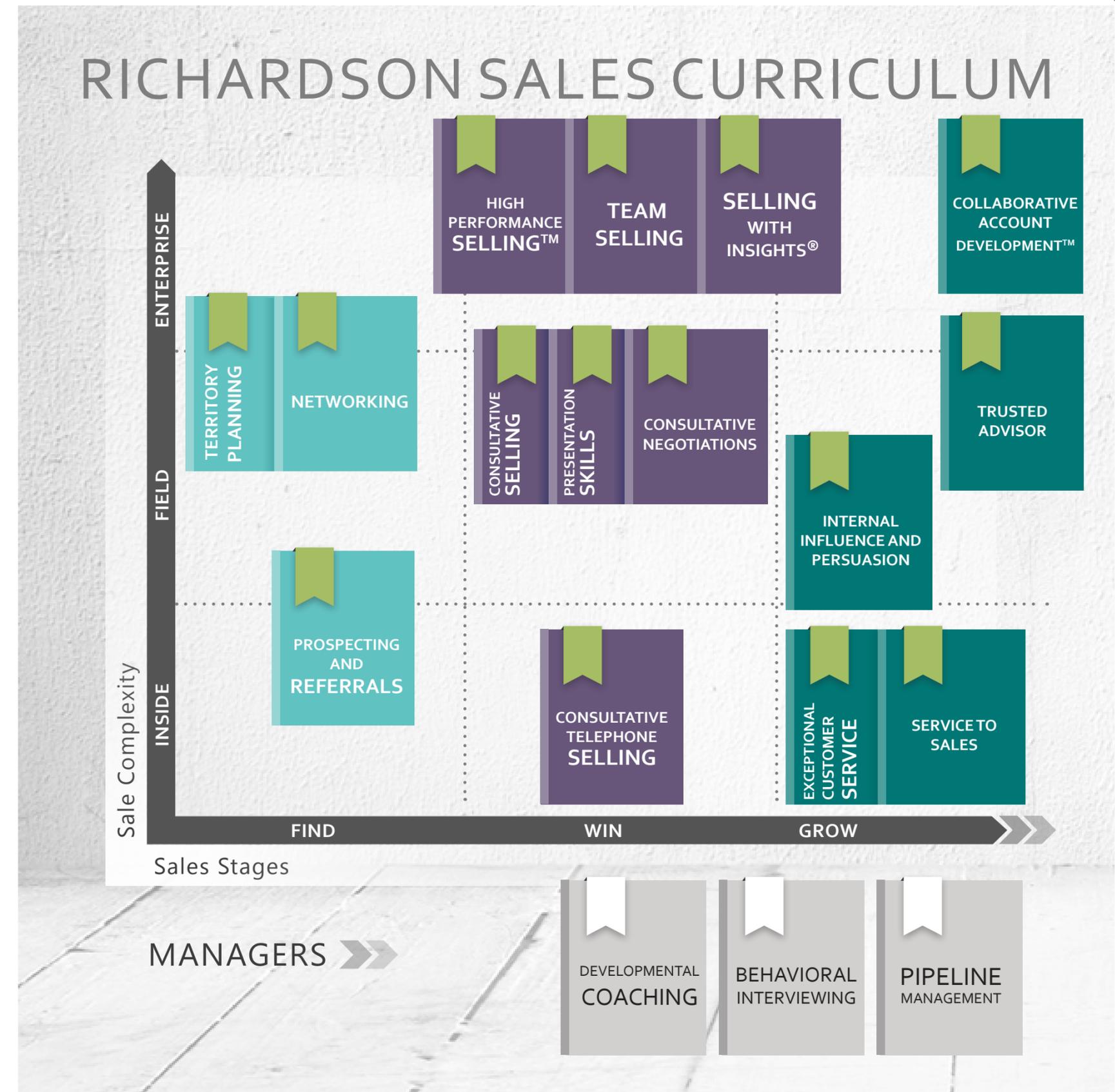


# DEFINE

We define KPIs that matter most to you and the critical selling skills you need to drive them right now. From there, we create a customized Learner's Journey and a detailed Measurement Plan to validate impact.

### Critical Define activities include:

- Understanding your current- and desired-state KPIs
- Identifying and prioritizing the specific selling and coaching behaviors that impact your KPIs
- Designing the right blended approach for your team, using a market-tested curriculum customized to your unique selling environment
- Aligning your organization around the most important components of your strategy, and linking selling behaviors to the outcomes that you seek
- Creating a Measurement Plan to quantify business impact and inform the learning program





# LEARN

The learning experience begins virtually on our Accelerate™ platform, where sellers and managers are immediately engaged and prepared to learn. A media-rich, video-based environment guides them through their learning journeys, in which they see, try, and apply new selling concepts in preparation for their classroom workshop. Once in the workshop, expert facilitators utilize our proprietary learning methodology to challenge and motivate sellers. We ensure retention in the field with our mobile-based mastery program.

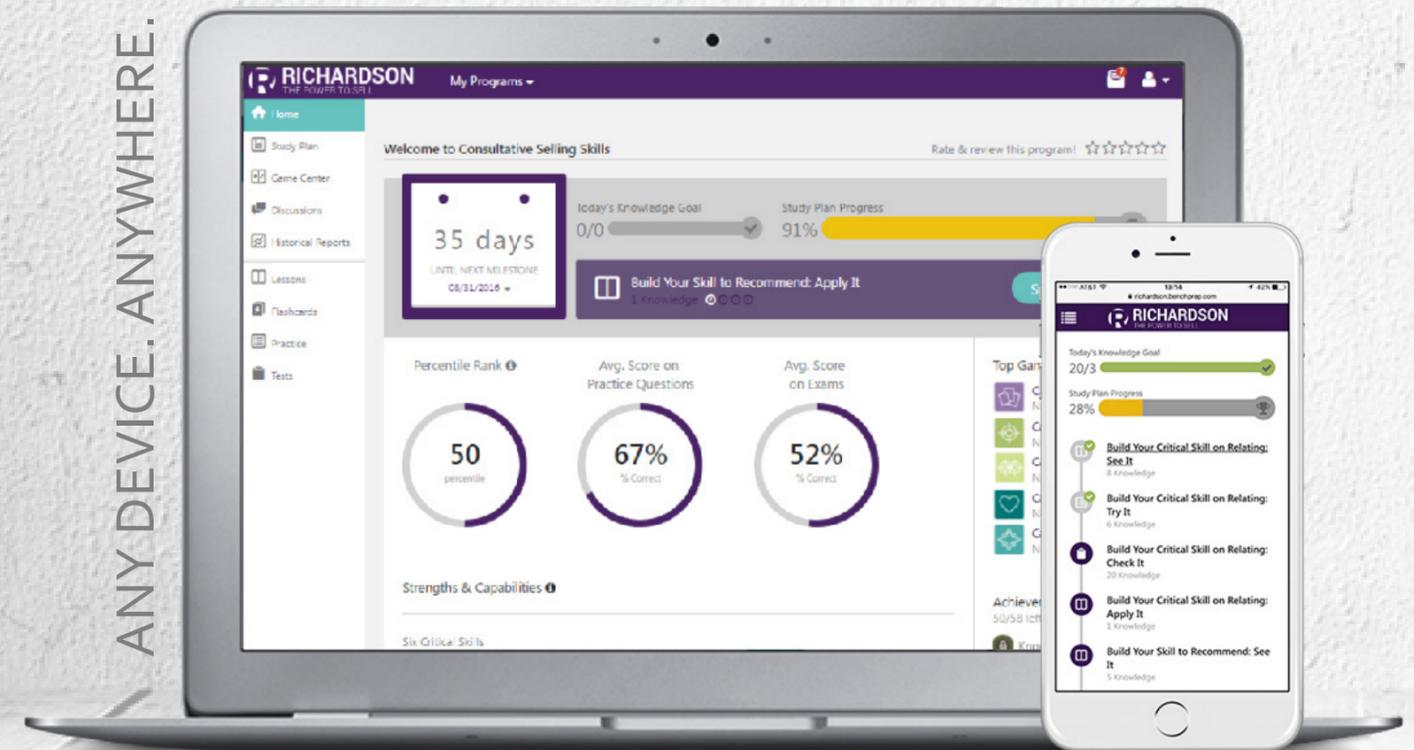
**Your sellers will experience this content in a blended environment beginning online on the Accelerate™ Platform where they will be guided through an intuitive, short-burst Active Learning Model with the following elements:**

- Baseline assessments that drive intention to change — an important precursor to actual behavior change
- Formative quizzes during the program to check progress and redirect learning
- Confidence scoring, which allows learners to self-identify topics that make sense to them and those that feel awkward
- Media-rich, interactive content to learn what great (and not so great) looks like

# RICHARDSON ACCELERATE™

Digital Learning Platform

ANY DEVICE. ANYWHERE.





# CHANGE

Sustainment of the learning takes place when and where sellers want it on the Accelerate™ platform with just-in-time assets and tools. We ensure that behaviors modeled online and in the classroom are supported by your managers in the field. Your coaches are supported with a best-practice coaching methodology, practical tools for observation and feedback, and expert coaching advisors back on the job.

## We drive Change by:

- Teaching **Developmental Coaching** best practices to managers
- Establishing a coaching culture supported by cadence and methodology
- Lending our expert sales coaching when and where you need it — on deal pursuits and with individuals and teams
- Providing field-based reinforcement tools, including webinars, job aids, and manager toolkits





# MEASURE

We create measures to quantify: training quality, retention, and mastery of knowledge, when and where coaching occurs, when and where behaviors change, and how behavior changes are impacting your KPIs.

## We Measure:

- The quality of your training engagement
- How well your teams retain knowledge and skills over time
- Where coaching is taking place across your organization
- When and where behaviors change
- How behavior change impacts your KPIs



## DEFINE

- Richardson's Proprietary Customization Process
- Sustainment & Measurement Planning
- Sales Process Consulting
- Sales Management Practices Consulting
- TalentGauge™ Online Predicative Assessment
- Richardson Accelerate™ Blended-Learning Platform



## LEARN

### Learner Readiness

- *SkillGauge™*, Online Skills Diagnostic

### Curriculum

- Behavioral Interviewing Skills
- *Collaborative Account Development™*
- Consultative Negotiations
- Consultative Selling
- Consultative Telephone Selling
- Exceptional Customer Care
- *High Performance Selling™*
- Internal Partnering and Collaboration
- Leading Effective Meetings
- Networking and Referrals
- Pipeline Management
- Presentation Skills
- Richardson's Selling with Insights®
- Service to Sales
- Strategic Prospecting
- Team Selling
- Time & Territory Management
- Trusted Advisor
- Train-the-Trainer

### Knowledge Mastery

- Richardson QuickCheck™



## CHANGE

### Leading Change

- Leaders Leading Change
- Change Communication

### Coaching to Change

- Developmental Sales Coaching
- Real Deal and Account Coaching
- Coaching Cloud™
- Coaching Advisors

### Field-based Reinforcement

- Webinars
- Manager Toolkits
- Good-to-Great Videos
- CRM-enabled Tools



## MEASURE

### Level 1 Measurement

- Evaluation

### Level 2 Measurement

- Mastery Assessment

### Level 3 Measurement

- *SkillGauge™* Assessment
- Coaching Cloud™

### Level 4 Measurement

- ROI Impact Study

# WHY WE ARE DIFFERENT:

Our clients, from nearly every industry, tell us over and over again that we “get them.” We understand their issues, develop solutions that are fine-tuned to their business environment, and deliver a solution that is professional, personalized, and truly relevant. In particular, we:

- Provide a learning methodology that drives behavior change
- Know the DNA of a great sales dialogue
- Deliver customized training solutions to drive specific outcomes
- Implement a comprehensive approach to measurement



LET'S CONNECT

**US:** +1-215-940-9255

**EMEA:** +44 (0) 207 917 180

**APAC:** +61 (0) 8 8376 1667

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