



# IMPROVING SALES PERFORMANCE

**Richardson is a global sales performance improvement and training company that helps leading organizations improve performance, drive results, and execute their vision. We do this by making sure they have a best practice sales process integrated with their CRM, the right people in the right roles, training and development of the sales team, and coaching and tools to sustain it all. What is unique about Richardson is how we create truly customized solutions that are relevant to their team, ensure sustained behavior change, and provide measureable results.**

## About Richardson

At Richardson, we help organizations around the world to improve their sales performance. We are a recognized and award-winning leader in salesforce consulting and training, with more than three decades of experience transforming sales organizations. At the heart of Richardson is our Sales Performance System (SPS). The SPS is a framework where we are able to truly partner with you to build a solution that addresses your unique needs, culture, and circumstances. With this system as our framework, we are able to:

- Truly customize a sales process and methodology integrated in to your CRM
- Assess the talent of your team to ensure you have the right people in the right roles
- Develop a flexible, personalized training curriculum that is connected and relevant to your people
- Reinforce the learning and behavior change through world-class coaching and CRM-integrated tools
- Measure your results

When you partner with Richardson, you will not be buying a performance solution that your competition can also get. It's current, relevant, and unique to you and will give you the competitive advantage you need to succeed.

## What makes us different

Richardson makes sales performance improvement relevant to your team. We know one size doesn't fit all and it takes a spot on alignment and integration with your culture and best practices to ensure that it's effective and embraced. Because it is relevant to your team, participants immediately start using their new skills, behaviors and tools in competitive selling situations or with your existing customers.

We don't offer off-the-shelf, pre-packaged sales performance solutions. We have a proprietary customization process that effectively and efficiently provides deep customization in a quick and cost effective manner.

If you are looking for a partner who truly connects with your company and works hand-in-hand with you to understand your unique selling process, assess your team to help you put the right people in the right roles, craft personalized learning content and sustain it with world-class coaching and sustainment technology, then you should take a closer look at Richardson.

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.

## Representative Client List



## Richardson Quick Facts

- Richardson named to Inaugural Inc. 5000 List of Fastest Growing Companies in America three consecutive years
- TrainingIndustry.com names Richardson Top Sales Training Company in areas of Sales Methodology Tools, CRM Training, and Product Training for three consecutive years
- Richardson named Top 10 Sales Training Company — Selling Power
- Richardson's Perfect Selling reaches WSJ, NYT, USA Today, and Borders Best-selling Lists
- Richardson Marketing Team wins at The 2008 American Business Awards
- Richardson wins High Sales Growth Rate and Sales Honors at The 2007 Selling Power Sales Excellence Awards
- Linda Richardson and David DiStefano named to Top 20 Most Influential Training Professionals by Training Industry, Inc.
- Richardson *SkillGauge™*: Consultative Telephone Selling named Product of the Year by Customer Interaction Solutions Magazine
- Richardson named among Top 50 Sales Websites by Selling Power Magazine
- Linda Richardson named recipient of Lifetime Achievement Award as Industry Leader for Excellence in Sales Training by Selling Power magazine and The Stevie Awards
- Recognized in Gartner's Magic Quadrant for eLearning Content Top 100 company in changing and improving the face of education — Eduventures
- Linda Richardson was chosen as one of the Top Ten Minds of Business — Fortune Small Business Magazine
- Linda Richardson won the Women of Distinction Award Richardson's website ranked #1 as a sales resource for salespeople by Selling Power magazine three straight years
- Richardson *QuickSkills™* has received 4 stars from LGuide, the preeminent independent provider of eLearning research, the Training Review; and was a finalist for a Stevie Award for best new product
- Richardson has been named to the Top 100 Fastest Growing Companies in the Philadelphia Region by the Wharton Small Business Development Center
- Richardson *QuickSkills™* has been certified by the American Society of Training and Development

## Executive Team

- Linda Richardson  
*Founder, Executive Chairman of the Board*
- David DiStefano  
*President and Chief Executive Officer*
- Debbie Antonelli  
*Executive Vice President, Global Sales*
- Frank Donny  
*Senior Vice President*
- Andrea Roselli Grodnitzky  
*Senior Vice President, Global Performance Solutions*
- Jim Brodo  
*Senior Vice President, Marketing*
- William Zarrilli  
*Chief Financial Officer*
- Joe Jacobs  
*Chief Technology Officer*
- Karan Douglas  
*Managing Director, Richardson Europe, Ltd.*
- Diane Lamont  
*Director of Sales, Asia Pacific*

## Published Works

Linda Richardson has published numerous books and articles, including:

- Perfect Selling: Open the Door. Close the Deal.
- The Sales Success Handbook: 20 Lessons to
- Open and Close Sales Now
- Stop Telling, Start Selling
- Selling by Phone — How to Reach and Sell to Customers
- Sales Coaching: Making the Great Leap from Sales Manager to Sales Coach (1st and 2nd Editions)
- 101 Tips for Selling Financial Services
- Winning Group Sales Presentations
- Bankers in the Selling Role
- Winning Negotiation Strategies for Bankers

Richardson publishes a monthly sales tip that is read by over a million sales professionals.

## Media Contact

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**Learn More: Contact the  
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