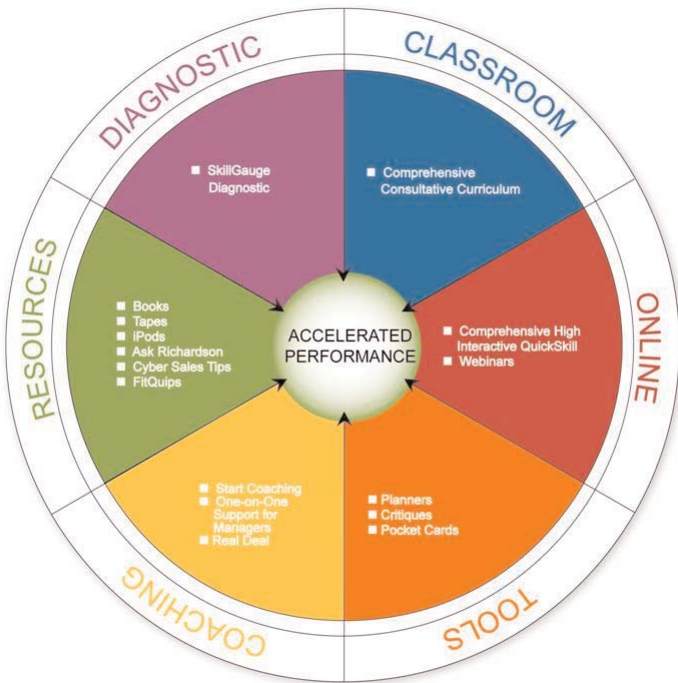


**ABOUT THE RICHARDSON COMPANY**

The Richardson Company is a leading global sales training and consulting firm. We are unique in the depth and breadth of our comprehensive blended sales training curriculum. For over 30 years we have delivered **customized** training, coaching, and consulting to our clients to build world-class sales teams. We provide our clients with the skills, processes, and tools they need to win through training solutions that are relevant, challenging, and impact performance. Drawing on our extensive industry, sales, and training experience, we create the right solution for our clients.

Our curriculum provides clients with an end-to-end solution in which we **diagnose** needs and assess current skill levels, **design** highly-interactive solutions, **train** in the classroom and online using highly customized solutions, and we **reinforce** skill development to help ensure behavioral change.



**CURRICULUM**

Our programs are designed to complement each other and create a building-block curriculum to ensure ongoing development. While they are integrated, each core program can be either stand-alone or blended. We support our clients' training strategies through a variety of delivery methodologies, including interactive eLearning, **customized** instructor-led training, and train-the-trainer for quality internal delivery. Our core curriculum includes:

- Consultative Selling
- Sales Process
- Sales Presentations
- Sales Management
- Consultative Negotiations
- Consultative Telephone Selling
- Developmental Sales Coaching
- Exceptional Customer Care

**DIAGNOSTICS - RICHARDSON SKILLGAUGE™**

Richardson SkillGauge™ online diagnostic tools provide sales professionals with critical data and insightful feedback on their sales and sales management skills, strategies, and effectiveness. Confidential reports help build on their strengths and create development plans to fill identified gaps. The Richardson SkillGauge™ diagnostic library includes:



- Consultative Selling
- Developmental Sales Coaching
- Consultative Telephone Selling
- Trusted Advisor
- Prospecting
- Consultative Negotiations
- Pharmaceutical Selling

**eLEARNING - RICHARDSON QUICKSKILLS 5.0™**

Richardson eLearning QuickSkills 5.0™ are a library of highly interactive, customizable web-based training courses. Comprised of selling skills, customer service, strategy, and coaching these four-star rated online courses leverage the strengths of Web-based learning to create a high impact, interactive eLearning experience. In addition, Richardson QuickSkills 5.0 includes a content creation and publishing wizard that allows for rapid design and development of customized and tailored learning programs. As users work through high impact simulations, they will:



- Face real-life challenges
- Experience immediate application
- Receive intensive coaching and feedback to foster behavior change and improve performance
- Learn by doing

**RICHARDSON T3C - TRAIN-THE-TRAINER CERTIFICATION PROGRAM**

Richardson offers a high impact Train-the-Trainer certification program for all of our core programs for your internal training personnel to train your own sales force. Our Train-the-Trainer solution, Richardson T3C, allows you to tailor a training solution to fit your unique needs while reducing overall corporate training costs. The Richardson T3C system ensures that your trainers have all of the tools to provide high-quality internal delivery and coaching to your team. Candidates for Train-the-Trainer include: training professionals, line managers, and other professionals, such as high performing salespeople and specialists. Richardson's T3C program includes:



- Comprehensive Leader's Guides
- Leader notes for all case studies
- Additional support tools

After experiencing the same training processes that we use internally with our staff, your trainers are fully certified to lead quality programs for your sales and service teams.

**RICHARDSON NANOSALESBOOKS™**

Richardson NanoSalesBooks™ are a series of highly-engaging, 15-minute audio podcasts that can be played on most portable audio players, online, or downloaded to a computer. Designed to strengthen skills as a follow-up to Richardson classroom or eLearning training, or even as a stand-alone tool for skill enrichment for even the most experienced sales professionals, NanoSalesBooks™ cover critical sales topics, providing salespeople with the 'how tos' they need to win business and reach peak performance.



**REPRESENTATIVE CLIENT LIST**



**EXECUTIVE TEAM**

- Linda Richardson, Founder, Executive Chairman of the Board
- David DiStefano, President and Chief Executive Officer
- William Zarrilli, Chief Financial Officer
- Joe Jacobs, Chief Technology Officer
- Jim Brodo, Senior Vice President, Marketing
- Debbie Antonelli, Senior Vice President, Sales
- Frank Donny, Senior Vice President, Product Management
- Rose Bisciotti, Senior Vice President
- Karan Douglas, Managing Director, Richardson Europe, Ltd.
- Amy Happ, Vice President, Professional Services
- Andrea Roselli, Vice President, Design and Development
- Donna Tschoepe, Vice President of Human Resources

**RICHARDSON WORLDWIDE**

Richardson is geographically located throughout the World to meet the diverse needs of our global clients. Headquartered globally in Philadelphia, Richardson has numerous regional offices in the United States, a European Headquarters in London, and an Asia-Pacific Headquarters in Singapore. Additionally, Richardson also has regional offices in both Latin America and Greece.

**PUBLISHED WORKS**

Linda Richardson has published numerous books and articles, including:

- *Perfect Selling, Open the Door. Close the Sale.*
- *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*
- *101 Tips for Selling Financial Services*
- *Winning Group Sales Presentations*
- *Bankers in the Selling Role*
- *Winning Negotiation Strategies for Bankers*

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

**RICHARDSON QUICK FACTS**

- Richardson Marketing Team wins at The 2008 American Business Awards
- TrainingIndustry.com names Richardson Top Sales Training Company in areas of Sales Methodology Tools, CRM Training, and Product Training
- Richardson wins High Sales Growth Rate and Sales Honors at The 2007 Selling Power Sales Excellence Awards
- Richardson named to Inaugural Inc. 5000 List of Fastest Growing Companies in America
- 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 Web-site 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 we were 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

