

Richardson is a global sales training and consulting company dedicated to helping clients execute their business strategies and achieve results at every phase of the sales cycle. Our *sales, service, and sales management 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.

### Diagnose

The first step in Richardson's integrated solution approach is to better understand your strategies, objectives, processes and supporting organizational structure to provide a clear basis for diagnosing training needs, developing a training plan, and helping provide tailored, directed and self-directed learning solutions. We provide a full line of diagnostic and consulting tools to assess, document, and re-engineer each specific activity that takes place throughout your sales cycle. Our diagnostics help quantify skills, evaluate processes, and identify the necessary roles needed to achieve your strategic goals and improve performance.

### Design and Customization

Richardson's proprietary design and customization process is unique in the industry and is continually refined in order to develop programs that reflect your sales situations, challenges, and key initiatives. This process allows Richardson to efficiently tailor solutions that specifically link to your objectives and priorities and ensures that every element of training is relevant in the context of your business and immediately applicable to maximize impact on performance.

### Train

Richardson has the distinctive ability to leverage and deliver our comprehensive sales, sales management, and service curriculum through a variety of fully integrated, customized and flexible training delivery methods. This wide range of potential learning combinations offers you flexible delivery options that best meet your objectives, audience levels, and budget to achieve your desired sales force and business improvements. Each of our offerings can stand alone or complement one another to provide a highly effective, seamless, and continuous training solution for all levels of your sales and service organization.

Our training delivery methods include *Instructor-led training, Richardson eLearning QuickSkills™ V5.0, Blended Learning, and a comprehensive Train-the-trainer program, T3C.*

### Reinforce

Richardson offers a suite of support products and tools to supplement, enhance, and reinforce training concepts and to provide current insight into constantly evolving practical sales challenges and solutions. These products and tools include interactive inquiries, online tips, books, audio CDs, Podcasts, BLOGS, white papers, case studies, and one-on-one and phone coaching.

