

Richardson Launches Blended Call Center Sales and Service Offerings at ASTD Conference and Expo

Philadelphia, PA — May 12, 2003 — Richardson, a leading sales training and consulting firm today announced that they will be launching a new **blended** Call Center sales and service training solution at **booth 431** at the American Society of Training and Development (ASTD) Conference and Exposition, May 18-21 at the San Diego Convention Center. Richardson will also preview at the show their new *Selling to the C-Suite* training solution and *Professional eLearning Services* offering, which allows companies to maximize their investment and impact on eLearning.

Richardson's Call Center Training solutions have been designed to support the rapid changes and needs of Call Center functions. The solution consists of a building-block curriculum of highly interactive, instructor-led and Web-based training programs. Solutions can be fully customized to support the successful execution of organizational strategies and to help Call Center Agents and Managers to:

- Improve close ratios
- Cross and upsell
- Increase selling skills
- Build confidence
- Improve job satisfaction
- Strengthen customer loyalty

Please join Richardson for a series of hands-on demonstrations of the eLearning component of the Call Center solution. Visitors will have the opportunity to experience first hand four-star rated Richardson QuickSkills™ programs including:

- Consultative Call Center Sales
- Six Critical Selling Skills
- Exceptional Customer Care
- Developmental Coaching for Managers and Executives

Richardson QuickSkills are ground breaking in the level of interaction and individual coaching. The courses are designed for a Call Center Agents – fast, bite sized, and substantive. Agents and Managers work through high-impact sales and coaching learning modules, face real-life challenges, experience immediate application, and receive intensive coaching and feedback to develop skills and improve performance.

Also Featured at ASTD 2003:

- **Richardson's New Selling to the C-suite Program** – a one day interactive, customized seminar designed to ensure professionals have the skills, strategies, and process to build relationships, interface, and sell to executives in the C-Suite (CEO, CFO, CMO, CTO) to create a competitive edge.
- **Richardson's Professional eLearning Services** – a complete eLearning implementation to help clients effectively launch, support, and monitor an eLearning solution.
- **Partners: Sun Educational Services** - Richardson and Sun, a leader in enterprise learning, have joined forces to create a strategic relationship to offer a complete end-to-end sales performance improvement solutions. **Synchronous Learning via Centra** – Centra and Richardson are providing Web-based sales education programs via Centra's synchronous eLearning applications.

About Richardson

Richardson is a leading sales training and consulting firm. We accelerate the productivity of sales organizations competing in changing markets. Utilizing our comprehensive curriculum and our method of coaching to individuals and teams, we help develop the processes and critical skills sales organizations need to win. Our sales training curriculum includes sales, sales management, strategy, negotiations, and service training delivered through seminars, one-on-one and team coaching. Leveraging more than 25 years of seminar and consulting experience, Richardson now offers eLearning Richardson QuickSkills as a flexible, interactive, high-impact eLearning alternative to our clients worldwide.

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