

Speaking/Presentation Information

Sam Richter

CEO

SBR Worldwide

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Brief Speaker Biography



Sam Richter, CEO of SBR Worldwide and SVP/Chief Marketing Officer at ActiFi (www.actifi.com), is a nationally sought-after speaker on topics ranging from online searching to effective selling to value-based leadership. He is a published author (www.takethecold.com) and has been featured in hundreds of publications, television programs, and radio shows. Sam was formerly president of a national business research organization and he has more than 20 years experience creating and managing award-winning technology, sales, and marketing programs for start-up companies and some of the world's most famous brands.

Sam has received numerous accolades including Best of Show and Gold awards for his marketing work, multiple WEBBY Awards for best Web site development, a Gold Award at the International Film Festival, and a Codie Award—the “Oscars” of the software industry. He is also a member of the *Business Journal’s* “Forty Under 40” and in 2007, he was a finalist for *Inc. Magazine’s* Entrepreneur of the Year.



Sam Richter Presentations

- ***Do You Have What It Takes to Sell?***
- ***Is Your Business Consultant Some Yahoo Named Google?***
- ***M&M Leadership: Your Passion, Your Values, Your Success***
- ***Ode to An Oddball Career: We learn from your own mistakes when you can learn from mine?***
- ***Put the Relate Back Into Relationship***
- ***Put the Develop Back Into Development***

Presentations can be customized towards particular companies and/or industries or can be modified to fit the needs of non-profit and/or educational audiences.

Requirements for presentations include a large screen (presentations are very visual), a microphone (wireless lapel preferred) and LCD projection system. A room that can be slightly darkened is also necessary. Internet access is nice to have for the question and answer session, but it is not necessary.

For booking information, and for fee/expense schedule, please contact Sam at: 612.655.3397 or via email at info@sbrworldwide.com

Do You Have What It Takes to Sell?

Web search secrets for the inside info on companies, industries, and people.

Length: 3 to 4 hours

Recommended Audience: Sales meetings, executive training, industry trade groups, sales conferences, company retreats. Intended for anyone who meets with prospects.

NOTE: Can be customized for company presentations.

In *“Do You Have What It Takes to Sell,”* you'll discover practical online research tips, tricks, and tools you can use to find information and make a big-time impression with any prospect, and improve your chances of keeping your margins with existing clients. You will learn:

- The value of building relationships and how it can ensure you're the only one asked to the table when your prospects are ready to buy
- Inside secrets on using the Internet to locate critical business information
- Tips and tricks for popular search engines – get it right the first time
- The "Invisible Web" – Web sites most people and search engines can't find
- How to access premium information resources at no or very low cost
- The theory of the "Fourth R" and value-based “warm call selling”
- How to massively increase your credibility with prospects and existing clients
- How to use the “Customer Data Aggregator” and expert “Warm Call Scripts” to organize information and make a great first impression

Every attendee will receive full use of the “Warm Call Resource Center” and downloadable toolbar featuring direct access to the resources discussed during the presentation. Attendees can also receive either a full copy or an e-book version of the top-selling *Take the Cold Out of Cold Calling* book, which describes in detail how to practice what is learned.

The seminar is unlike any other sales improvement presentation you've attended. Most programs teach theory. *“Do You Have What It Takes to Sell”* is a fast-paced, interactive program that gives you the inside scoop on how to locate information on companies, industries, and people plus resources you can immediately use to make a dramatic and positive difference in your and your team's performance.

Is Your Business Consultant Some Yahoo Named Google?

Length: 1 to 4 hours

(Longer presentations allow for more examples and in-depth instruction)

Recommended Audience: Business seminars, networking groups, employee meetings, sales meetings, educational seminars, association meetings.

NOTE: Can be customized for specific companies, industries, divisions within companies (e.g. sales, marketing, etc.) and for job seekers (e.g. "Is Your Job Search Consultant Some Yahoo Named Google").

Did you know that if your company is like most, each person in your office with Internet access spends 1.5 hours per day online looking for business information? At an opportunity cost of \$50 per hour, that's almost \$20,000 per year per employee wasted looking for free information online.

How valuable would it be if you could cut your searching time in half? How much better would your plans and strategies be if you had the right information?

In "Is Your Business Consultant Some Yahoo Names Google" you will learn business Web search secrets including:

- How to get great search engine results the first time, every time
- How to find detailed information on public AND private companies
- How to find industry information and use it to provide exceptional client value
- How to get the inside scoop on people, their experiences, and what they care about
- How to uncover the "Invisible Web" – the 80 percent of the business Internet not easily found via popular search engines
- How to find and use premium subscription databases historically reserved for big firms with deep pockets

This nationally sought after presentation concludes with a fascinating real-life case study that incorporates all of the tactics learned during the day to find detailed information on a private company and how that information can be applied in the sales and marketing process.

If you're tired of wasting your time surfing the Internet and combing through millions of search engine results, if you want to find the information that matters the first time, then you need to attend "Is Your Business Consultant Some Yahoo Named Google."

M&M Leadership

Your Passion, Your Values, Your Success

Length: 1 to 2 hours

Recommended Audience: Keynote presentations, business seminars, networking groups, employee meetings, sales meetings, educational seminars, association meetings.

No matter what kind of company you're leading, it's imperative that you align your passion and values with your organization's mission (or vice versa). When you do, you're more effective as a leader, you focus on providing value to all key constituents, and you attract and retain better employees. When you don't, you can be effective in the short term but over the long haul, you'll be unhappy and your organization's performance will suffer.

M&M Leadership shows a simple process of how identifying and aligning your personal passion and values with your organizational values can lead to a clear business focus and ultimately, market leadership. In M&M Leadership, you'll learn:

- How your business passions and core values align
- How your company can determine its organizational values and how those core values must align with all staff, and in particular, be lived every day through the authentic actions and behaviors of your leader
- How you can craft a meaningful and believable mission statement that is true to your business passion and organizational values
- What is an internal corporate mantra, how is it different from a mission statement, and why having a mantra is critical to communicating your vision and motivating employees and other key constituents
- How your passion, mission statement, mantra, and economic engine work together to differentiate your organization from the competition and help guide your organizational decisions, ultimately providing you a niche to be the best in the world in the areas in which you compete

Longer program versions include a series of interactive exercises where attendees will begin to identify core values, create mantras, refine mission statements, and ensure business practices are in alignment.

Without Margin, there is no Mission. And without Mission, there is no Margin. Whether you lead a publicly traded company or a small non-profit firm, this simple concept will lead your organization and your personal business satisfaction to new heights.

Ode To An Oddball Career:

Why learn from your own mistakes when you can learn from mine

Length: 30 to 60 minutes

Recommended Audience: Keynote presentations, business seminars, networking groups, employee meetings, sales meetings, educational seminars, association meetings.

From the locker room to the board room, from the world's most famous brands to the world of non-profits, from software development to developing a business, Sam Richter has had a fascinating career working with a diverse group of leaders, teammates, clients, and employees.

A big advantage of an oddball resume is the wide variety of lessons learned.

Sam will share with you his 20 Irrefutable Laws learned from a lifetime of screw ups, and the occasional successes. This humorous, sometimes touching, and always insightful look at Sam's experiences will give you practical ideas you can implement to improve your business, your career, and your life.

Put the Relate Back Into Relationships

(given to for profit companies)

Put the Develop Back Into Development

(given to non-profit organizations)

Length: 2 to 4 hours

Recommended Audience: Business meetings, executive training, industry trade groups, sales conferences, company retreats, non-profit/fundraising executives. Intended for anyone responsible for developing and maintaining client relationships.

Discover practical online research tips, tricks, and tools you can use to find information and make a build deeper, more meaningful client relationships based on value. You will learn:

- How to develop meaningful relationships where you become a value partner
- Inside secrets on using the Internet to locate information on companies, industries, and people
- Tips and tricks for popular search engines – get it right the first time
- The "Invisible Web" – Web sites most people and search engines can't find
- How to access premium information resources at no or very low cost

Every attendee will receive full use of the "Warm Call Resource Center" and downloadable toolbar featuring direct access to the resources discussed during the presentation.

Sam Richter Biography



Sam Richter, Chief Executive of SBR Worldwide (www.sbrworldwide.com), and SVP/Chief Marketing Officer at ActiFi (www.actifi.com) is an internationally recognized expert on sales, marketing, and leadership. His award-winning experience includes building innovative technology, sales, and marketing programs for start-up companies and some of the world's most famous brands.

He has been featured in thousands of television and radio programs, national and online publications, and he presents keynote and full-day training programs to audiences around the globe. His most recent book, *Take the Cold Out of Cold Calling* (www.takethecold.com) has received rave reviews and comes highly recommended by sales experts and executives across North America (www.takethecold.com/reviews.html).

For more than six years, Richter was president of the James J. Hill Reference Library in St. Paul, Minnesota, where he transformed an 85-year old private, non-profit library into a nationally renowned business research institution serving entrepreneurs and small businesses via cutting-edge online information resources.

Prior to joining the Hill Library, Richter spent more than eighteen years in the advertising, public relations and e-commerce/e-marketing industry including leading business units at Digital River, one of the world's largest e-commerce outsource organization, Shandwick, one of the world's largest marketing/public relations firms, and his own advertising agency along with other firms. As a creative director and account group director, Richter led, created and implemented programs for clients including Microsoft, Coca-Cola, Major League Baseball, Northwest Airlines, Kraft/Nabisco, Polaris Industries, National Geographic, 3M, Brunswick and other large and small firms. He has led product development teams ranging from software programs to Web site and e-commerce initiatives, and is a recognized leader in traditional and online marketing innovation.

Richter has won numerous regional, national and international awards including Best of Show and Gold awards from advertising/public relations/and online marketing associations; multiple WEBBY Awards for best Web site development; a Gold Award at the International Film Festival; and a Codie Award—the "Oscars" of the software industry—for Best E-commerce Software. He received his B.A. from the University of Minnesota School of Journalism and Mass Communication and was twice named Scholastic All-American while also a four-year player and a letter winner on the University of Minnesota varsity football team.

In 2003, Richter was named to the Business Journal's "Forty Under 40" list honoring the top Minnesota business leaders under the age of forty. In 2007, he was a finalist for Inc. Magazine's Entrepreneur of the Year (www.takethecold.com/inc) and he's one of the more highly recommended persons on LinkedIn (www.takethecold.com/linkedin). Richter lives in Minnetonka, Minnesota with his wife and two children, serves on the board of a number of for-profit companies, and volunteers his time to numerous Twin Cities' based non-profit organizations.

What Attendees Say About Sam Richter Presentations

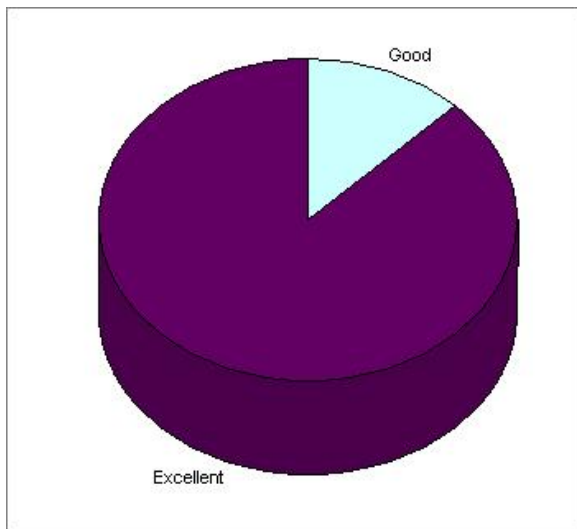
- On a scale of 1 to 5, with five being the highest, you rated a 5.1! (No, my arithmetic is correct, someone rated you a 6.) That is the highest rating ever—and over the years we've had dozens of top-notch speakers! The information you shared was so powerful and practical... your applications to sales, business development, and job seekers was right on target.
- Sam's program is a sales persons and job hunters dream reference! Thank you, Sam, for sharing your experience, insights and practical tips in such an easy to understand format. I love the Web site and toolbar—you've thought of everything!
- The day after Sam's presentation, we used the techniques he taught and we closed a major deal! What Sam taught us is having a direct and major impact on our success and our bottom line.
- Sam's knowledge of his subject matter was excellent. I liked his real-life examples and the speech had high take-away value. It had direct application to both professional and private issues.
- Sam was fabulous. I liked his knowledge and personalized presentation and he moved along through the presentation at a good speed.
- Amazing! I walked away with enough great information to make this one session worth all of the expense and time of the conference. My #1 favorite.
- Our organization's best speaker yet!! His information is EXTREMELY useful!
- One of the best presentations I've ever experienced. The entire presentation had full take-away value.
- The presentation was completed on time and I'd give it an A+. His pace was good - not overly long, single dissertations. His information was informative and useful.
- Excellent presentation with a wealth of information that we will use immediately. Highly recommended!
- Outstanding information and delivery. Sam was very open and willing to adapt to the group's needs. He had great take-home materials.
- Sam's strengths were his really good, useful information and that he was enthusiastic and engaging. He is a great presenter!
- Sam had the most advanced level of knowledge I've ever seen. I liked that he had very good visuals and spoken integration, causing fast learning.
- Sam was very knowledgeable. He has an excellent presentation style and kept my interest. Plus, he had the "personal" touch. The research he did on our companies that he included in his presentation was amazing.
- Sam was very engaging, knowledgeable, extremely well spoken and connected well with the group. Hands down the most practical presentation we have had – ever!
- Engaging, entertaining, a lot of energy. Excellent resources and take away material.

Survey Results (Aggregate) from Richter Presentations

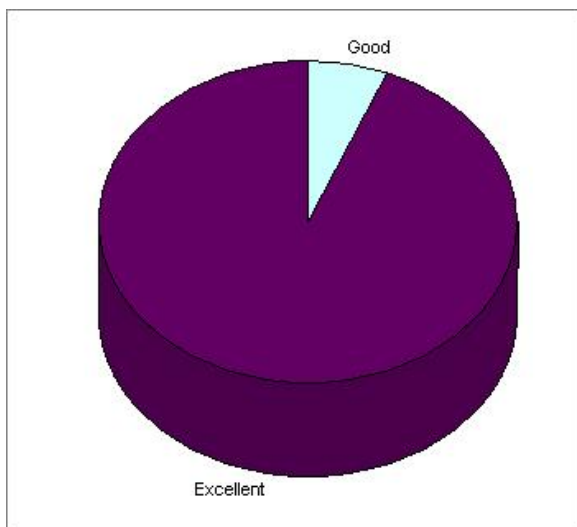
One of the top Vistage (www.vistage.com) speakers worldwide—94% of CEOs rank Sam’s presentations as exceptional.

Following is the aggregate feedback from hundreds of Sam’s presentations compiled from speaker evaluation forms.

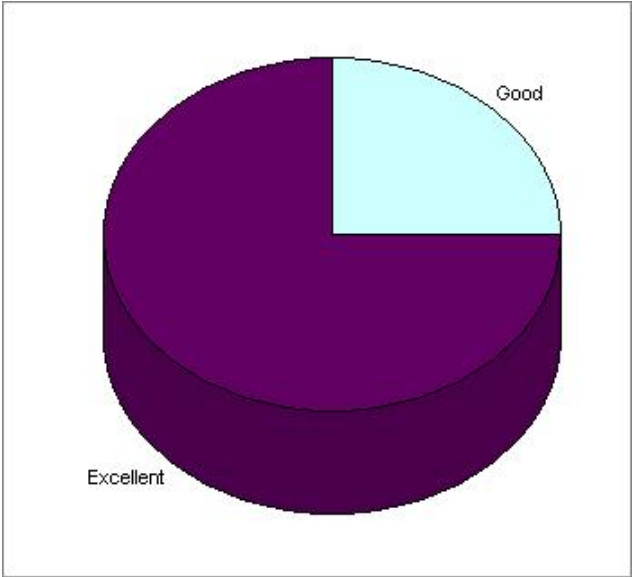
1. How would you rate the meeting topic?



2. How would you rate the presenter, Sam Richter?



3. How would you rate the presentation and its relevance to your business or career?



4. How would you rate the presentation's value (was it worth your time)?

