



To Win in Business,
You've Got to Get the

INSIDE TRACK!

Award-Winning Author and Speaker

SAM RICHTER

will show you amazing Sales
Intelligence techniques to help you:

KNOW MORE!

Online Information Search Secrets to **KNOW MORE!**
than you ever thought you could (or should)
about your prospects, clients, and competition!

When it comes to sales and business, there is no such thing as a fair fight. Studies show that when you practice what Sam Richter teaches—Sales Intelligence—you will win twice the business of your competition. In Sam's keynote presentations or half-day seminar programs, he shows you amazing techniques to:

- Understand your prospects and clients so you have a competitive edge
- Create sales presentations that address your prospects' challenges
- Become astonishingly well-informed about your clients' wants, needs and plans
- Create more opportunities with prospects, and get an advantage in negotiations
- Be better prepared to present, sell, and close more deals than... anyone!

It's Like Getting an
Advance Copy of the Test!

No more winging it. No more guessing about
your prospects' needs. No more worries
about being unprepared. Now you can Know More!



YOU CAN LEGALLY, ETHICALLY, AND LEGITIMATELY STACK THE DECK IN YOUR FAVOR!

Every sales training program and book teaches the value of knowing what's important to the other person, and providing relevant solutions.

But no one tells you HOW to do it.

Until Now!

Sam Richter's Online Sales Intelligence Search Secrets will help you gain:

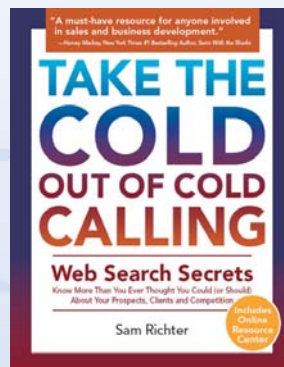
- **MORE** weapons in your sales and business arsenal
- **MORE** opportunities to connect with prospects and clients
- **MORE** insight and perspective on companies, industries, and, people

You'll learn search secrets and Sales Intelligence tips most pros don't even know.

It's a fact...when you Know More! about your prospects and what they care about, you win more deals. When you Know More! about your clients and solve their problems, you become a valued business partner. People buy from people they like, trust and who provide relevant solutions. Discover how to use the Web to find information and "humanize" your relationships. **You'll also receive access to Sam's Know More! Center and Toolbar, making it fast, easy, and fun to implement what you learn.**

Leave the Competition Wondering: "WHAT HAPPENED?"

If Knowledge
is Power,
BE A SALES
SUPERHERO!



Bring Sam Richter to Speak
and Help Your Team **KNOW MORE!**

Call: 612.655.3397 www.samrichter.com



AUDIENCES RAVE ABOUT SAM RICHTER!

"Sam's program is a must-have for anyone involved in sales."

- *Harvey Mackay, CEO and New York Times #1 Best Selling Author*

"I have rarely been truly blown away by a speaker, but Sam left me speechless. I couldn't take notes fast enough! As they say: 'You don't know what you don't know.' Trust me. What Sam knows, you don't know."

- *David Avrin, CEO*

"I'd put Sam in the top ten, world-wide, of people who "get" how to create genuinely value-based business relationships. His incredibly rich background and quick wit make him one of the finest presenters I know."

- *Betsy Buckley, CEO*

"This was one of the most valuable presentations I've ever attended in my career. The residual value of Sam's program is invaluable."

- *Kenneth MacDonald, President*

See what people think:
www.samrichter.com/reviews

