

# RICHTER

Resources & Capabilities

Richter supports the worlds largest B2B companies

Our singular and obsessive mission is to use aesthetics and communication to move people through the end-to-end sales journey for the largest companies in the world.



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**Founder & CEO**



Spencer Barnes  
President



Sara Gill  
Chief Operations Officer



Ben Folk  
VP of Sales



Jessica Rounds  
VP of Production



Toby Parker-Flett  
Creative Director



Nick Greenlee  
Director of Animation



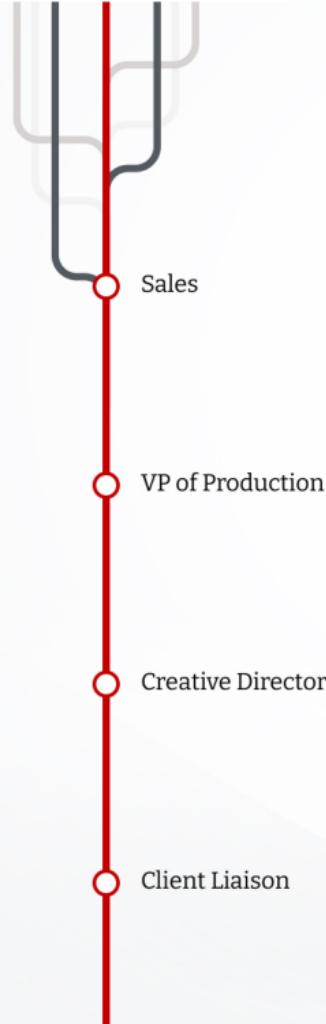
Greg Ward  
Lead Copywriter

**We exist to solve problems** for the best companies on Earth, and thereby improve the economy of the entire society. We address their bottom line by offering solutions to pre-sales and advertising, sales, internal communications and training and customer experience.

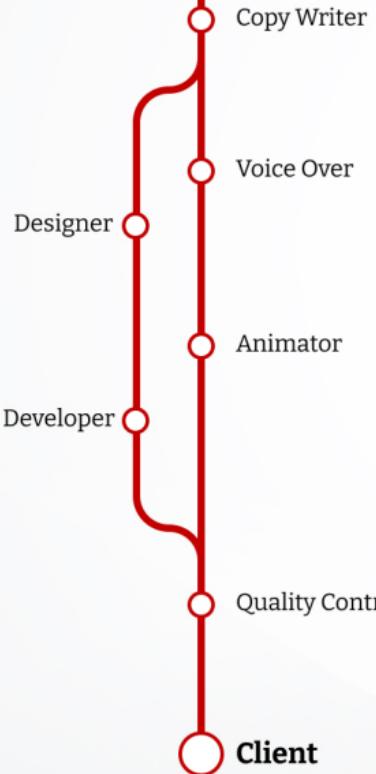
Through research, outreach, artistic asset creation, and strategic deployment our services bring the expertise of our team to bear in solving these areas of operation.

Founded in 2008 with no outside investment, we have expanded and earned our place as a trusted partner of the world's elite companies – including more than 50 of the Fortune 500.

In that time, we have completed over 9,000 projects for every vertical imaginable. Simply put, it's unlikely you will find a team in any other firm with as many projects under their belt. Through this experience, we have focused our offerings with a singular focus on only doing what works for our clients.



Each project undergoes a meticulous journey within our organized and **strategically streamlined** process, ensuring efficiency and effectiveness at every step.



Our capabilities and the resources that make our services so valuable: hard won know-how, carefully built culture and esprit, and the incredible people that make up our **team**.

# The Problems We Solve

The Quadrant Strategy describes a comprehensive view of the end-to-end sales journey.

At Richter, we have broken this journey into four consecutive phases, or smaller “journeys” and aligned our suite of services to them. They are Pre-Sales, Sales, Internal Communication and Training, and Customer Experience.

Every single company on Earth shares these four aspects and we have obsessed since 2008 on providing solutions to the biggest problems faced in each one.

We are not just another production agency. **We are your partner in creating the most ideal experience** at every touchpoint, from the moment a prospect first hears of you all the way to being a long-term client.

# The Product Box

To give a better visual understanding of these journeys, we have arranged them into the Richter Product Box. Each then becomes a Quadrant of this box.



# Doing What Works

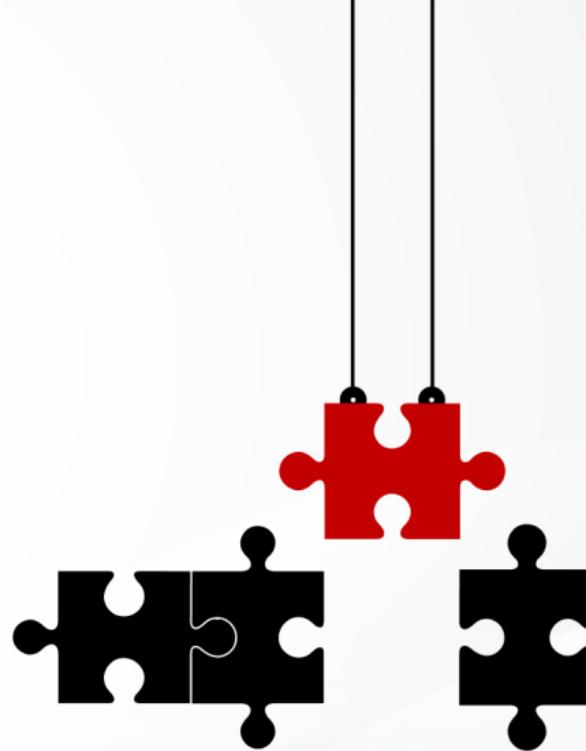
When you sign on as a Richter client, we become your partner in creating an ideal sales journey.

Our position is that if your company wasn't one of the best in the world, we wouldn't be having this conversation – so our first mission is to understand what is working. By performing an in-depth review of your existing assets, process and successful actions we are able to paint a clear picture.

# Filling in the Gaps

With this understanding in place, we're able to dive into isolating the gaps and systematically fill them.

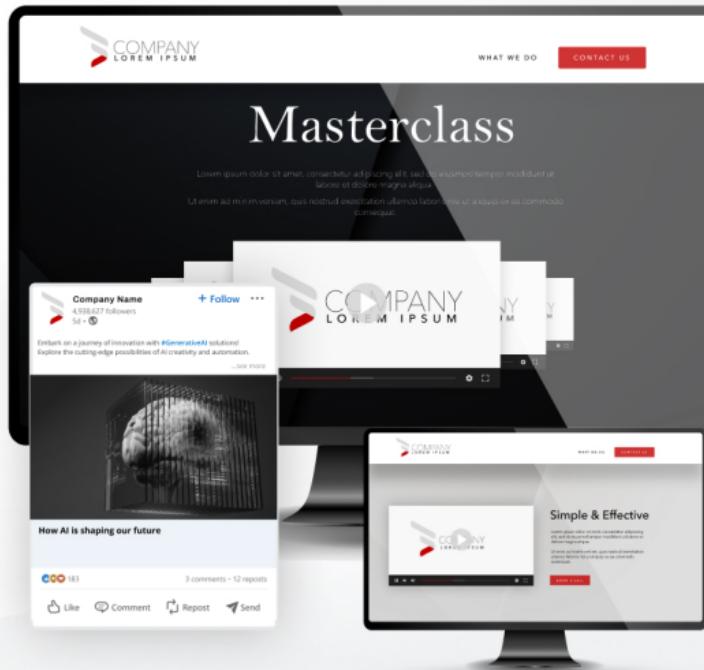
By careful survey and application of long experience, our assets and services will simply start to work with what you're already doing well. Because of this, we can work seamlessly with any advertising, sales and marketing initiatives you have in place without stepping on any toes – and make every one of them perform better.



# Quadrant One: Pre-Sales & Advertising

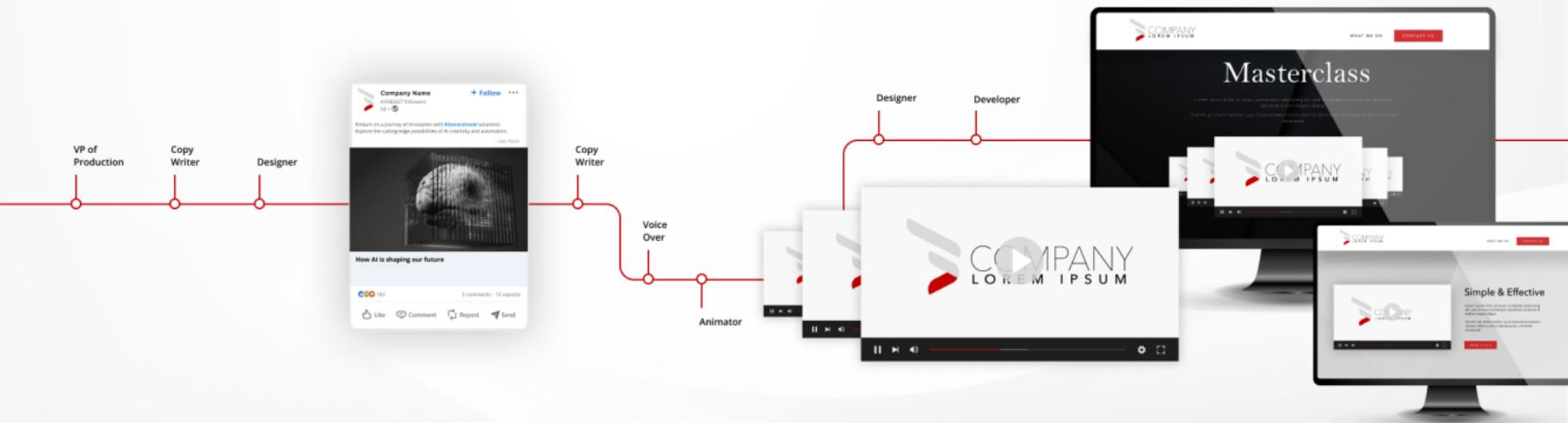
## Objective

To get attention from the ideal audience and move them into sales.



# Quadrant One: Pre-Sales & Advertising

This could be something such as a LinkedIn targeted ad campaign, a custom masterclass that educates the buyer and moves them to sales, content strategy that builds awareness, landing pages, trade show campaigns, thought leadership that sells the audience or things like a demand gen campaign that trains your team on how to do a 1-1 approach.



# Quadrant One: Pre-Sales & Advertising

Trade Show Strategy - fully capitalizing with Before / During / After content.

## Before

Prior to the show, we establish your target audience. Who's going to attend and create an email database, floor plan with booth location, downloadable deck, and videos.



## During

Next, we focus on the show itself. Videos to play on booth monitors and tablets, sign up form page and link to learn more.

## After

Once the show is complete, we design a series of post-show assets that include - case study content in written and video form, microsite with "Book a Call" button, and video series along with captured emails.



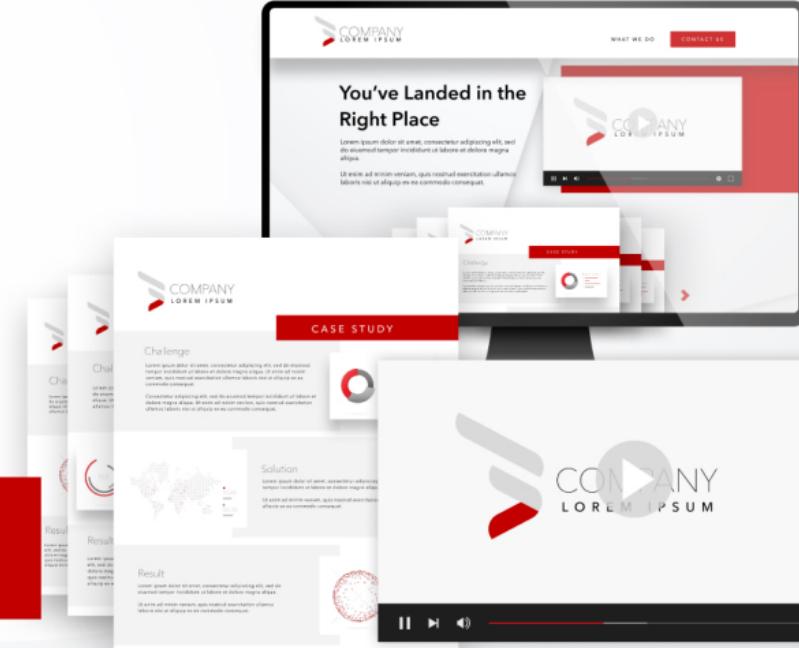
**BOOK A CALL**

# Quadrant Two: Sales Enablement

Here we are tasked with helping the sales team take the new sales prospects and close more of those deals.

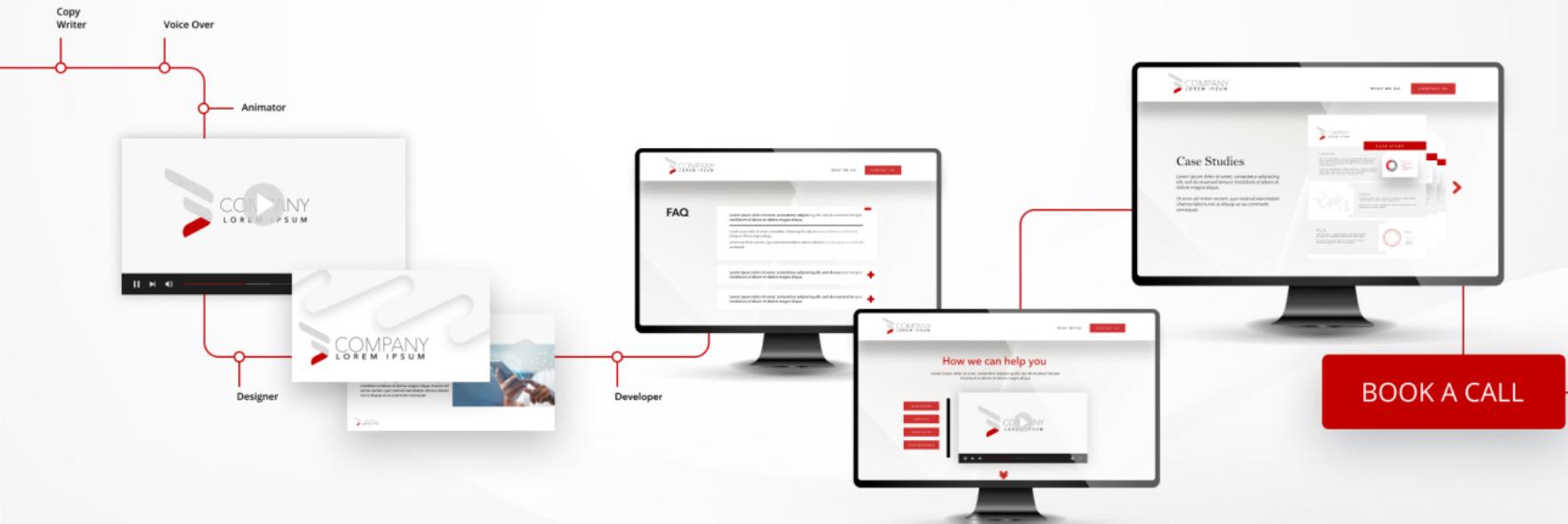
When new opportunities come to sales often the **sales person follows up on average about 3 times and it can take 20+ contacts** and follow ups to actually arrive at a closed deal or to make it to the last mile.

**Objective** | To help sales close more of their deals.



# Quadrant Two: Sales Enablement

We map the sales process from start to finish methodically. Then looking at all assets they would need to close the deal - teaser videos, discovery deck, close deck, FAQ or knowledge base site page, case studies that all sell and lead to book a call.



# Quadrant Three: Training & Internal Communication

Here we are tasked with training the internal team and aligning the company with the internal missions to ensure things run smoothly.

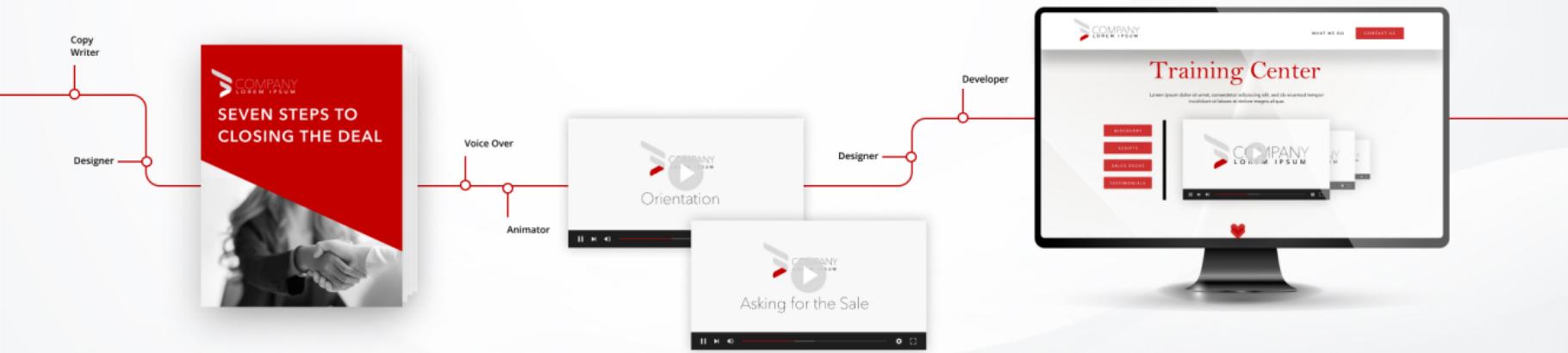
**Objective** | To effectively train and align the people that pull off the work.



## Quadrant Three: Training & Internal Communication

Looking at sales, we use the mapped sales process to create the training content to support the team end to end to ensure they are doing the exact right plays and you have a repeatable model.

We break down any process and create the videos and drills to accomplish this. Additionally in this area we're focused on leadership goals and how to align everyone to them. This requires clear communication that aligns everyone to the vision.



# Quadrant Four: Customer Experience

Here we are tasked with improving the customer experience and ensure happy raving fans and are attached to the brand.

In the last quadrant, we need to make sure the effort that was spent winning the customer in the first place isn't wasted. So we focus on the experience by reviewing every touch point from start to finish to see where it breaks down, where it might be frustrating and fix those points.

**Objective** | To improve the end-to-end experience for the customer and ensure happy raving fans.



# Quadrant Four: Customer Experience

Communication is at the core of everything we do and it's key to create the right communication and assets and strategies to accomplish the things required in each area.



"This has been an absolute game-changer for our business! Their expertise in planning and execution is unparalleled, and they consistently deliver outstanding results."

"They take the time to understand our brand, objectives, and target market, crafting tailor-made solutions that drive tangible outcomes. Their team is proactive and responsive!"

"Exceptional service, unparalleled creativity, and remarkable results. Their commitment to our success truly shines. They're more than just a vendor; they're a strategic partner invested in our growth and prosperity."

# Example Services

Simply put, we do a lot. With the alignment of our Quadrant Strategy, we are able to simply categorize every service and ensure it has a clear why. We never make fluff and are always looking to improve a specific element of your business process.

Here are some examples of services you may find within the quadrants themselves.

## Quadrant 1

Social Advertising  
Ad content creation  
Ad page strategy  
Masterclass strategy

## Quadrant 2

Sales campaign  
Account-based selling strategy  
Case studies and use cases  
Pitch Decks  
Landing Pages

## Quadrant 3

Sales training campaign  
Internal messaging  
Executive messaging  
Onboarding and training

## Quadrant 4

Help desk content  
Social media content  
Website and social channels  
for customers  
Experience content

# Ideation

Ideation is a special branch of what we do that encompasses special projects. It includes literally any project you may require, as our team is expert at creating custom projects to fit our clients' needs.

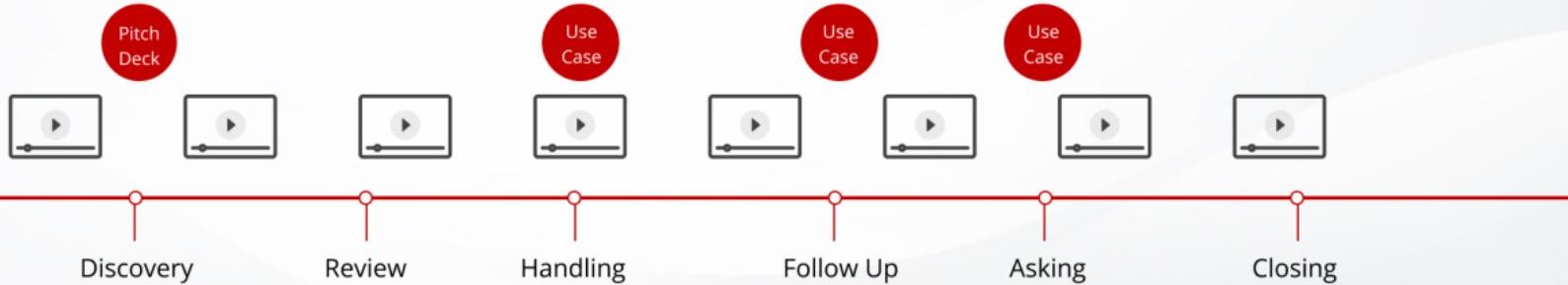
Some common ideation projects may include:

Events & Trade Shows	Promotional ad campaign for event	Promotional video(s) for event: details, key speakers, benefits, etc.	Filming/live streaming of event
Videos for trade show booth displays	Client interviews	Speaker interviews	Coverage of event as a vlog style video
Promotional material for next year	Intros, outros for key speakers	Orientation for attendees	Landing page for event

# Mapping the Sales Sequence

The first step in our process is to create an in-depth look at the sales process.

What does the ideal sales sequence look like - how do the most effective salespeople actually do it? The idea is to map out the steps, how the value proposition is given, and how questions and objections are handled by the people who actually sell.



# Outlining the Target Audience

With a map in place, we will help isolate the exact target audience to be addressed.

In the case of this campaign, it is understood that Richter will be aiding our client to go “wider” in companies that are already using their services – hence “account-based” selling. The idea here is to complete a thorough investigation of who has actually signed up for services already to create an ideal Target Public Profile.

Using this outline, the team at Richter can assist in researching and finding other people who meet the same criteria within our target companies. These will be the Target Audience for this campaign, and all digital media, outreach and content will be aligned to solving the problems of these specific people.



# Testimonials



"Richter is the most professional company I have ever worked with. You guys went far beyond anything I've ever expected in our projects."



"Richter made it easy for us to keep the project moving by communicating every step, and making sure everyone on their team was aware of the moving parts, which is great, because it took the work of project managing away of my team."



"You have our business because you've earned our business time and again...Your team has consistently exceeded expectations, and been super professional and easy to work with. It's our pleasure to renew our contract with Richter."



"We love working with Richter, and we have a ton of projects in our pipeline."



"We are getting rave reviews from our sales force and are looking forward to the completion of the other projects in the works right now."



*"I can't even begin to thank you for the work you have done for us. Your enthusiasm, tenacity and ownership of this project was truly inspiring."*

*- IBM Executive*

# Testimonials

Richter's clients are some of the largest and best companies in the world.



Richter has earned a spot on the Inc 5000 list 6 times, Silicon Valley Fast 50 4 times and Entrepreneur360 twice:



We've also been featured in publications including: Inc., Entrepreneur, Bloomberg, Selling Power and Idea:



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