

Applicable to all sales, relationship, and reputation keynote and workshop programs featured at www.samrichter.com/programs

	Bronze Package	Silver Package	Gold Package
Standard one-hour program; limited customization	X		
Local travel only (within two hours of Minneapolis, or, the program is held in a city where Sam is already working with another client)	X		
Pre-conference preparation (phone and/or in person) with client	X	X	X
Complimentary access to proprietary search engines and resources	X	X	X
Custom presentation using the attendees, their prospects, and their customers as examples (where appropriate)		X	X
Pre-conference in-depth research (calls with client; as applicable research on attendees, client, competitors, industry trends, customers, etc.)		X	X
Multiple presentations (same presentation delivered multiple times) with program lengths of up to two hours per program		X	X
Instructional downloadable Guide Book for All Attendees (\$20 value)		X	X
Travel anywhere in North or South America		X	X
Pre-conference marketing (video commercial, articles, etc.)		X	X
Meet and greet at client event prior to the program		X	X
If schedule allows, meet and greet at client event post-program		X	X
Multiple programs (different topics delivered multiple times) with varying program lengths depending on client need			X
Multiple day event / travel including internationally			X
Private consultation with executive team			X
Custom-branded Guidebooks, and/or eBooks for all attendees			X
30-day or annual access to the Sales Intel Engine for all attendees; custom-branded version available (\$20 - \$300 per attendee value)			X
30-day, annual, or lifetime access to the Know More University for all attendees; Custom Course version featuring a video of the conference presentation(s) is also available (\$50 - \$1,500 per attendee value)			X