

Association Speaker Spotlight: Sam Richter

Richter helps groups manage online reputation & relevance to win business

by Andrea Doyle



We've moved from the age of information to the age of reputation and relevance, says Sam Richter, an internationally recognized expert on sales intelligence and reputation management. A prime go-to speaker on this topic, he guides audiences through the vast world of online content, highlighting ways to find what they need to know about their business niche, their company's

reputation and more, then detailing how they can use this knowledge to help them succeed in their profession -- and life.

"I help groups find information that 99.9 percent of the world doesn't know how to find, and then I share how to apply it to win more business,"

Richter says, adding that "in today's world, it's imperative that you understand your prospects and clients and what they care about, so you can provide maximum value." For example, there is a good time to call a prospective client and there is a great time. How do you know the difference? Richter helps find the right prospects when they are ready to hear your message, and he shares how to customize what you say so it's relevant to what the other person wants to hear.

"Equally important is the need to manage your digital reputation," notes Richter, "because others will make judgments and decisions about you before even meeting. People buy from people who they like, and who they trust."

Meeting professionals routinely cite the immediate return on investment their audience members receive - even those who struggle with technology. Richter makes the complex simple, yet for those who think they know the web, within the first 10 minutes of the session they will be shocked at all that they don't know. Richter, also a bestselling author, has developed technology that makes it easy for attendees to implement what he shares.

Learn more about Richter at samrichter.com. He can be booked with the help of the Las Vegas Speakers Bureau, headed by Jaki Baskow. For more information, contact Baskow at jaki@lvsbta.com or (702) 547-5119.