

# **What is Richter PRIME?**

A Step-By-Step Introduction

The PRIME Strategy is a comprehensive service designed to identify your **audience**, create **introductions**, develop tools for **sales**, and produce **reaches** that impact revenue.

Our objective is to assist  
your growth through new  
relationships that help  
facilitate sales and to make  
Richter **mission critical**  
to your group.

# Step 1: Audience

- We profile the exact audience your company targets for sales
- We create copy to engage that audience in communication
- We find all of the people/prospects that fit the profile of the target audience

## Step 2: Engagement

- We reach out, connect and engage in communication to establish and develop interest from the exact audience you desire to develop.

- We create tools to help strengthen interest and sales efforts such as:
  - Pitch Pages: <http://richtervar.com>
  - Animated Videos: <http://vimeo.com/35689876>
  - Press Releases and Case Studies
  - Social Media Press Kits: [http://whywebpr.com/robert\\_cornish](http://whywebpr.com/robert_cornish)
  - Elevator Pitch PDF's to communicate the value proposition

Our entire team resourcefully creates what you need when you need it in order to help facilitate sales and improve revenue.

## Step 3: Driving Reaches

- We have a dedicated account rep that only works on your account to cultivate new business
- We consult with your sales team to coordinate on the best methods to drive sales as needed
- Our team approach utilizes all of our key staff, as needed, to develop relationships and tools on your behalf that will help the sales process



## Step 4: Reaches and Evaluation

- We measure key statistics for the client to view progress and improve results as we go, which we share with the client in monthly progress reports.
- We deliver an unlimited number of reaches based on how many we receive from our client's sales team to directly impact their revenue. This is all the result of the above direct response actions we take to accomplish this.

## **Get in touch with us:**

Please setup a discovery call to discuss our Prime Strategy so we can learn about your company and how we can help.

Richter10.2 Media Group

<http://richter10point2.com>

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