

## **Richardson Launches New Video-On-Demand (VoD) product, Richardson SalesReadiness™**

Philadelphia, PA— January 13, 2009 — Richardson (<http://www.richardson.com>), a leading sales training and consulting firm, today announced the launch of a new video-on-demand (VoD) product line, Richardson SalesReadiness™. Designed to combine the latest in video streaming technology and online training, SalesReadiness™ provides salespeople with 3- to 5- minutes of highly effective training through situation-based VoDs.

Richardson SalesReadiness™ is a client-focused solution and can be customized to meet specific needs or delivered off-the-shelf as a “push and play” solution. It is perfect for pre-and post- reinforcement to existing training and it can also be used as a standalone training solution for companies that require quick training on a particular company issue. SalesReadiness™ is more than just a video. The solution includes multiple links to support learning including tools, tips, sales models, and an assessment and analytics feature to track product usage and assessment results.

“We are extremely excited about our new online video-based SalesReadiness™ solutions,” says David DiStefano, Richardson President and CEO. “Richardson SalesReadiness™ leverages Web 2.0 technology to embed Richardson content and skill development capabilities into the everyday workflow of our clients. As important as training is, bringing the learning and behavior change directly to the work stream to close the training loop provides on-the-spot reinforcement to build a strong ROI to a client’s training investments.”

### About Richardson

Richardson accelerates the productivity of sales professionals by ensuring they have the skills, strategies, and processes to achieve their objectives and implement their organization’s strategy. For 30 years Richardson has built, expanded, and continually refined its sales training curriculum, which is based on proven methodologies, processes, and best practices. We develop customized and comprehensive solutions for sales and sales management professionals - that integrate with your organization's business strategy, sales challenges, and overall vision - to improve your sales dialogue, increase performance, and drive results. Any time or any place, across a multitude of modalities, standalone or blended, our solution platform can be implemented in every selling situation.

### CONTACT:

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