

*Please email [jim.brodo@richardson.com](mailto:jim.brodo@richardson.com) directly to learn more about Richardson's award-winning sales performance improvement solutions.*

## **Richardson Named 2009 Top Sales Methodology Training Company by The Sales Training Community at TrainingIndustry.com**

**Philadelphia, PA – February 6, 2009** – Richardson (<http://www.richardson.com>), a leading sales training and performance improvement firm, has again been named a 2009 Top Sales Methodology Training Company in the second annual list published by The Sales Training Community at TrainingIndustry.com. Richardson was also named to this category in the 2008 list.

The Sales Training Community frequently reviews, conducts assessments and surveys sales training companies that provide services to the corporate and government market. The list is intended for the buyer of training services, to assist in the procurement process and evaluation of a training partner and vendor and recognizes the leading Sales Training Companies for their high quality of services, comprehensive capabilities and successful and proven training deployments.

Evaluation of training companies for the list was based on a Vendor Selection Capability Model. This model defines 12 differentiating capabilities including areas such as: experience and success in the market, geographic reach, strength and success of existing clients, breadth of resources, talent and leadership of staff, assessment and ROI indicators utilized in the training process, recognition as thought leaders in the market, and utilization of technology. This is the second year that The Sales Training Community at Training Industry has published its own list of top sales training companies. The Sales Training Community will also be naming Top Sales Training Companies in the areas of Tools or CRM Training and Product Training in the coming months.

“We are honored to be recognized for the second year in a row as a ‘Top Sales Methodology Training Company’ by TrainingIndustry.com. For over 30 years, it has been our mission to build an organization with best-in-class capabilities and resources that enables us to support our clients’ efforts to increase sales productivity and exceed their objectives,” said David DiStefano, President and CEO of Richardson. “In these challenging economic times, it is even more important that organizations develop their sales people to maintain their competitive edge. Our focus on innovation and efforts to bring thought leadership to sales organizations has enabled Richardson to continue to meet the changing needs of our clients in this difficult business climate. Our comprehensive and scalable training platform has been significantly enhanced to leverage our deep curriculum and expertise and affords our clients the ability to train their teams 24/7 around the world.”

“For over 30 years Richardson has set the precedent for excellence and innovation for sales process and sales skills development, making them an ideal candidate for our 2009 Top Sales Methodology Training Companies,” states Susan Niemchak, Managing Director, Sales Training Community, Training Industry, Inc. “Richardson’s customized approach and comprehensive end-to-end solutions are just two of the many reasons why they have appeared on our list for the second year in a row.”

Because of the diversity of services included in sales training engagements, no attempt is made to rank the “Top Sales Methodology Training Companies”. Please [click here](#) to see the list of companies.

### **About Richardson**

Richardson <http://www.richardson.com> develops customized and comprehensive sales training and performance improvement solutions for sales, sales management, and customer service professionals - that integrate with an organization’s business strategy, sales challenges, and overall vision to improve sales skills, increase performance, and drive results. The company’s 30-year dedication to changing the behaviors of sales professionals and innovation has made Richardson one of the largest global sales training and performance improvement providers today. Clients around the world choose Richardson for their “go beyond” approach and broad platform of customizable sales training and technology solutions. We deliver a comprehensive, end-to-end training platform that includes: online diagnostics, fully customized

live and online training programs, continuous coaching processes, reinforcement tools and techniques, and performance support applications. Richardson continues to be on the front line of sales training innovation in the development of leading-edge solutions that help clients generate revenue faster and more cost-effective than ever before.

#### **About The Sales Training Community at Training Industry Inc.**

**The mission of The Sales Training Learning Community is to be the most credible, most timely, and most trusted knowledge community focused entirely on strategies, best practices, certification, and emerging trends for Sales Training and targeted specifically to executive decision makers. Our objective is to create a more efficient marketplace for the training industry by bringing training suppliers and corporate and government executives together to facilitate valued and long term partnerships. For suppliers, it provides the most targeted portal strategy for the delivery of lead-generating information about their capabilities and services. For the corporate training professionals, we are an objective and trusted information source. We focus on the relevant business issues, processes and practices as well provide up-to-date news, trends and research within the training industry. Our online community is essential to those executives contemplating training decisions.**

#### **About Training Industry Inc.**

**The mission of TrainingIndustry.com is to create a more efficient marketplace for learning. Our goal is to create an intelligence center that provides best-in-class business strategies, practices, and processes to facilitate mutually beneficial partnerships between training suppliers and corporate executives. For suppliers, TrainingIndustry.com provides the most targeted portal strategy for the delivery of lead-generating information about their capabilities and services through our learning community structure. For the corporate and government executives and training professionals, we are an objective and trusted information source. We focus on the relevant business issues, processes and practices as well as provide up-to-date news, trends and research within the training industry.**

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