

Sam Richter's Biography

Considered one of *THE* world's foremost Sales Intelligence thought leaders, Sam Richter takes something everyone intuitively knows - Knowledge Is Power! - and turns it into reality. Every sales training program and book teaches the value of knowing what's important to the other person and connecting on a personal level. But no one tells you HOW to do it. Until now!

Through real-world examples, humor, success stories (and some failures), and via his unique interactive and fast-paced manner, Sam will guide you through the world of online information, how to find it and how to apply it to build meaningful prospect and client relationships. His programs will WOW! you and your attendees, and he's guaranteed to be one of the most high-content, take-home-value presenters your organization has ever had.

What Sam teaches is RELEVANCE ACCELERATION – how to tell your company's story in a manner that your buyer cares about and wants to hear. Sam's completely customized programs will shock you, sometimes scare you, and always provide you new and innovative ways to find new prospects, connect with people, and build powerful and meaningful business relationships.

Sam Richter is an internationally recognized expert on sales, marketing, and leadership. His award-winning experience includes building innovative technology, sales, and marketing programs for start-up companies and some of the world's most famous brands.

Sam has been featured in thousands of television and radio programs, national and online publications, and he presents his customized Know More! keynote and training programs to audiences around the globe. He is the author of the best-selling and award-winning book, [Take the Cold Out of Cold Calling](#), considered the preeminent publication on finding information online and using it for sales success.

Sam is founder and CEO of SBR Worldwide/Know More! He recently was named one of the *Top 25 Most Influential People in Sales* by *InsideView*. He has won numerous regional, national and international marketing awards including *Best of Show* and *Gold Awards*, *Webby Awards*, and a *Gold Award* at the International Film Festival. He's also won a *Retail Vision Award* and a *Codie Award* – the "Oscars" of the software industry – for Best E-commerce Software. Sam is a member of the *Business Journal's* "Forty Under 40" list honoring the top Minnesota business leaders under the age of forty. He also was a finalist for [Inc. Magazine's Entrepreneur of the Year](#) and he's one of the more highly recommended persons on [LinkedIn](#).

Sam received his B.A. from the University of Minnesota School of Journalism and Mass Communication and was twice named Scholastic All-American while also a four-year player and a letter winner on the University of Minnesota varsity football team.

Sam lives in Minnetonka, Minnesota with his wife and two children, serves on the board of a number of for-profit companies, and volunteers his time to numerous non-profit organizations.