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Enterprise Program

A suggested delivery sequence for Richter Enterprise clients.



The Richter Product Box

As a Richter Enterprise client, you will receive support in the following areas: pre-sales and marketing, sales enablement, training, and internal communications or customer experience.

We created what we refer to as our “Product Box” that breaks these areas down into four separate quadrants.

We assess each area and define what needs to be done so that there are clear journeys in each quadrant. And we help execute content and strategies that accomplish the given goal for that area.

Getting Started

Our first mission is to get to know your company. We can then create the perfect custom program that will fill in the gaps in your end-to-end sales journey.

Step 1 - Orientation

Gather information, review the Product Box and walk through each quadrant to isolate what needs to be addressed.

Step 2 - Address current needs

Note any required a-la-carte projects and put them in the correct place as it relates to the product box quadrants.

Step 3 - Create custom Enterprise Program

Write an overall production program with every asset to be produced and their targeted completion dates.

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Quadrant 1 – Pre-Sales & Advertising

Here we are tasked with defining the audience, locating where the audience is online, getting their attention and routing them into sales as the end objective.

Quadrant 1 – Advertising & Pre-Sales

Define the audience

Collect information and execute thorough target public research to understand who the precise audience is, down to specific title, state, company size, etc.

Locate the audience

Using the audience outlined above, locate them online, on social media, webinars, etc.

Create the right messaging

1. Create the theme for the message to be used throughout.
 2. If needed, create a custom brand guide that will coordinate all content.
 3. Define and name out all key tags that relate to the audience and problem so they can be used on social media.
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Quadrant 1 – Advertising & Pre-Sales

Create and manage social media advertisements

1. Create an initial pitch video to be used as a social media advertisement.
2. Run the ad on LinkedIn and YouTube, as well as any other platforms used by the target audience.
3. Manage the ad targeting to ensure accurate placement.

Build the ideal landing page and video

Create a landing page to host a separate, more in-depth video and a compelling "reason" paragraph. Feature a "book a call" button connected to Calendly. Add live chat function to be able to chat with prospects from the site.

Create social media content

1. Create a series of social content to be shared on LinkedIn and that targets the audience with the right tags.
 2. Create a content schedule for daily/weekly content to share on LinkedIn, Blogs, YouTube, Quora that will continually keep the customer in front of their audience
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Quadrant 1 – Advertising & Pre-Sales

Build one-to-one messaging sequence

1. Create one-to-one messaging series for the customers BDR team to use composed of 5-10 email messages.
2. Create suggested LinkedIn connection messages for BDR team to use.
3. Consult customer on one to one outreach program to implement internally.
4. Map the flow from getting the attention to routing the prospect into sales and what that handoff looks like.

Position our client as a thought leader in their industry

1. Create C-Suite content strategy to get attention and position key executives as thought leaders.
 2. Set up a podcast if our client does not already have one.
 3. Launch and build campaign strategy around podcast to increase attention by turning episodes into content, such as editing episodes to make YouTube and LinkedIn snippets.
 4. Create a custom online course, live or "masterclass" style. This is a branded educational piece that will help collect new names, drive thought leadership, and promote our client's brand. We will create the course and build a sign-up page, video to promote it, and ad for it.
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Quadrant 2 – Sales Enablement

Here we are tasked with helping the sales team take the new sales prospects and close more of those deals.

Quadrant Two – Sales Enablement

Map the sales journey from start to finish

For Richter it is: discovery > proposal > proposal review > selling and handling > asking > closing and logistics > thank you > finance.

Map all content needed along the sales journey to support each step

This is a sequential series that follows the sales process and sells the prospect by handling the right thing at the right stage (teaser, value prop, deep-dive, objections, stats, endorsements, case studies, proof, confidence piece, experience trailer, next steps/orient on process, moving forward etc. This should be about 7-10 videos.

Create accompanying decks

1. Create a compelling sales deck for the sales team to use to help sell the offering.
 2. Create 4 case study PDF's and/or a micro-site page with four unique case studies to be shared.
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Quadrant Two – Sales Enablement

Create a pitch site

Create a custom website featuring the sales video series, pitch deck and case studies supported by amazing copy. The site will pitch and walk the prospect through the sales process, becoming a vital tool in helping your sales team sell the deal.

Create custom, high-end content as required

In the case of larger deals aimed at a specific client, we will create whatever content is required to support that deal, such as:

- Custom landing pages
 - Custom, graphic-designed proposals
 - Custom video content
 - Custom pitch decks and case studies
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Quadrant 3 – Training & Internal Communication

Here we are tasked with training the internal team and aligning the company with the internal missions to ensure things run smoothly.

Quadrant Three – Training & Internal Communication

Map the sales journey for internal training purposes

Using LEGO instructions as an analogy, we want to have a training series that is so methodical and clear that it can't be messed up. This should look like a series of 7-10 videos that walk anyone through the sales process so they can train on these videos and do it. These will also be used in a repetitive nature which means each needs to be short enough that they can be watched over and over again.

We will also create an instruction PDF that is as simple as lego instructions and walks the sales rep through the process.

Create accompanying training drills

In addition to these videos, we need drills for each step that tackle every possible point of "if this happens, what do you do".

Quadrant Three – Training & Internal Communication

Review what is needed from an internal communications or digital transformation perspective.

This could be things like:

- Core values
 - Direct CEO communications to align and galvanize your team
 - Hybrid model
 - Digital transformation campaign
 - Origin story for internal use
 - Documentary for internal use
 - Further internal training
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Quadrant 4 – Customer Experience

Here we are tasked with improving the customer experience to make it sticky and ensure customers are happy, raving fans and attached to the brand.

Quadrant Four – Customer Experience

Map the customer journey through every touchpoint

From first contact, through every division until the last contact, and ideally back to re-sign -- what is it? We will Interview the customer to understand every frustration or falling down point, as well as "dummy run" your customer journey ourselves and make notes as we go.

Create a customer experience content strategy

We will create the content strategy needed to dramatically improve the customer journey at every single touchpoint. This may include:

1. Welcome video for new customers to orient them on next steps, as well as orientation content for every other step of the customer journey, such as videos, PDFs, Micro-sites or graphics.
 2. Customer surveys.
 3. A custom YouTube help channel that handles all customer FAQs and problems in 15-45 second pieces.
 4. A custom customer service site featuring video content, live chat and searchable knowledge base.
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Ideation

In this area, we help to identify the problems you're trying to solve and come up with innovative solutions to those problems.

Ideation

Ideation projects are customized for each client, and each specific situation.

As a Richter Enterprise client, you have access to a team that has completed over 8,000 videos for the largest companies on Earth. From 15-second social animations, to high-end 3D pieces, to feature film quality live production, no project is out of scope.

If you have a project in mind, the answer is YES.

Let's talk.

We'd love to setup a Zoom call to run through our model, understand your needs and advise how we can help.

Use this link to book a call with us.

