

## Author reveals Web secrets, searches

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My living depends on finding information.

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So I'm all ears when it comes to learning new ways to do just that.

Enter Sam Richter, who has a message for people using the Web for business or personal use.

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"The stuff you find on a Google search is maybe only 20 percent of the information that is out there on the Web and Internet on a particular subject or person," says Richter, a journalist, salesman, librarian and now author of one of the hottest sales advice books on the market.

Richter currently is making his money advising businesses and sales people on how to develop information for sales leads and professional pitches. But his book, "Take The Cold Out of Cold Calling: Web Search Secrets - Know More Than You Ever Thought You Could (or Should) About Your Prospects, Clients and Competition" isn't just for sales reps.

It offers valid tips and tricks for anyone who needs or wants to do any kind of research on the Internet. He's scheduled to conduct two sold-out seminars at the Cintas Center at Xavier University next Tuesday. If you don't have tickets, you can still check out [www.takethecold.com](http://www.takethecold.com) to get a hint of his work.

Richter calls this new domain the "invisible web." In just 10 minutes, he gives me two to three stunning examples of how it can work. He pretends to be a salesman in the chemical industry, then proceeds to immediately find the names of 100 vice presidents of chemical companies in this area alone through LinkedIn.

"Five or six years ago, I might have been able to make one appointment, traveled there and had my sales call, and then gone home," Richter says. "Now, I could make five to 10 appointments and make that trip that much more productive."

Other information on this "invisible web" includes trade or mainstream press information available through subscriptions, free databases that are publicly available but hidden from view, and online reference catalogs of public libraries.

"A lot of companies pay tens or even hundreds of thousands of dollars for this kind of research, and much of the information is available for free if you know how to look for it," Richter says.

His message resonates with anyone who needs to find information to succeed professionally, or perhaps more importantly, to land a great job.

"After all, the most important sales call you go on is a job interview, and you are selling yourself," Richter says. "Why wouldn't you be as informed as you could be and make yourself that much more relevant to the employer? Dale Carnegie said the sweetest sound to someone is the sound of their own name. My addendum to that is that the sweetest sound is their name in conjunction with something that is relevant to them."