



Insider of the Month: Sam Richter

by Koka Sexton (kokasexton)



An incredible figure in the sales world that really caught our eye is Sam Richter. Go ahead and take a look at his [LinkedIn page](#), your computer may shut down due to the inflow of recommendations, experience, and awards he has received over the years. Sam is an internationally acclaimed expert on marketing, sales and leadership. How do you identify an expert when you see or hear about one? If you fall under a standard of being the Business Journal's "Forty Under 40" list of Minnesota's top business leaders, being a finalist for Inc. Magazine's Entrepreneur of the Year, and one of the more highly recommended persons on LinkedIn, I believe it is safe to categorize you as an expert. Fortunately, Sam Richter falls under all of these categories.

What caught our eye the most was that Sam is a pioneer in the **Social Selling** world and has been teaching people how to leverage search engines and technology to drive business results. Leveraging **sales intelligence** he's stayed in front of his competitors and come quite successful in the process. Using InsideView he says that he uses the application "to quickly find comprehensive information that you

can use to ask better questions. When a prospect becomes a client, you can also click the "Tracking It" link for easy access to the information the next time you visit the [InsideView site](#)."

His experiences range in more than eighteen years in advertising, public relations, and the e-marketing industry. Sam's plans have seen some of the biggest companies in the world including: Coca-Cola, Major League Baseball, 3M, Microsoft, National Geographic, and many more companies ranging in size.

A significant accomplishment of his comes from working for 6 years as president of James J. Hill Reference Library in St. Paul Minnesota. What began as an eighty-five-year-old private, non-profit business research organization transformed into a nationally renowned institution under the leadership and vision of Sam. On top of that, he was a stud football player being named Scholastic All-American twice as a University of Minnesota, Golden Gopher. Today, Sam is the founder and CEO of SBR Worldwide/Know More and SVP/Chief Marketing Officer at [ActiFi](#).

His [YouTube channel](#) has a list of videos about is methodology and insights. Here is his highlight video:



Sam is an Insider here at InsideView and has recently written a phenomenal [company overview](#) of InsideView on his popular blog: [Know More Blog](#).

"InsideView.com is one of my favorite Sales Intelligence firms. It has a powerful online resource that allows users to automate the tracking of company information that it gathers from traditional and online news sources."

Take a look at the overview and witness the substantial amount of success Sam has experienced with sales using InsideView.

To learn more about Sam, check out his blog or follow him [@SamRichter](#). You can also pick up a copy of his book: [Take the Cold Out of Cold Calling](#).