



Rick Farrell

Non-selling posture develops new breed of 'change-agent' salespeople ... improve processes, recreate sales cultures, and grow profits

Testimonials

Rick's approach ... made him real and respected by our sales force. I highly recommend Rick based on his ability to make the cultural change I was looking for in our company, and his ability to get our sales force to buy into this powerful new approach to sales.

— GREG WARD, VP OF SALES, DOWNING DISPLAY

Farrell has a wonderful presentation style. He fits in with our group and makes everyone comfortable. Training is tailored to our needs and uses examples specific to our industry. It's engaging, enlightening and fun ... [I] recommend his training.

— MARTIN SIMPSON, VP OF SALES & MARKETING, DAUBERT CROMWELL

We brought in Rick to do training ... it was amazing to see the change in attitudes that took place ... [His] content and delivery hit home with all our people.

— JEFF ELMAN, PRESIDENT, HUMATAL

You were passionate, yet open to ideas expressed. You were interactive, yet directed in the content. You were thoughtful, yet spontaneous. You did a great job.

— CARL R. ROBERTS, PRESIDENT, SOUTHWESTERN BUSINESS RESOURCES

Richard "Rick" Farrell, with almost 25 years of sales and business development experience, brings a tremendous depth of experience and results to his audiences. He delivers passionate, provocative, and interactive programs full of practical, usable 'time tested' content. Rick's programs stress a non-selling posture that allows the salesperson to play the role of a 'change agent' rather than a product-centric transactional salesperson.

Currently, Rick is president of Tangent Knowledge Systems, where he continues to actively sell, and prospect and manage client relationships on daily basis. He works with a wide range of firms—from large Fortune 500 corporations to small start-up companies. With Rick's assistance they assess their sales people, sales processes, management structure and strategies.

Keynotes from Rick focus on providing audiences with the knowledge and tactics required to transform sales reps into business strategists. He can help your audience members establish their own selling methodology to maximize their leverage and gain control in their sales process.

Rick has designed programs for targeted to senior management, as well as broader audiences. Here are the topics that he most frequently addresses:

For Senior Management:

- Why Sales Organizations Fail
- How to Create a New Sales Culture
- New Rules to Hiring People
- How to Hold Your Sales Team Accountable
- How to Retool Your Sales Organization to Meet the Realities of the New Economy
- Sales Force Underperformance, How Much is it Costing Your Company?

For General Audiences:

- Selling has Nothing to do with Selling
- Everything You Know about Selling is Changing
- The Harder You Sell, the Harder it is to Sell



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