

TRACK:	<i>TECHNOLOGY BEST PRACTICES</i>
SESSION: 941027	KNOW MORE! REFERRALS USING TECHNOLOGY TO GENERATE MORE PROSPECTS AND LAND MORE CLIENTS
	MARCH 3, 2011 11:15 A.M.-12:15 P.M.
PRESENTER:	Sam Richter ActiFi, Inc. 3030 Harbor Ln N Suite 216 Plymouth, MN 55447

Sam Richter, SVP/Chief Marketing Officer, is an award-winning and top selling author, and as creator of the Know More! sales training program, an internationally sought-after speaker. Sam has won numerous marketing awards including Best of Show and Gold awards from various advertising/public relations/and online marketing associations, multiple WEBBY Awards for best website development, and a Codie Award—the “Oscars” of the software industry. Sam was formerly president of a national business research firm, is a member of the Business Journal's Forty Under 40, and he was a finalist for Inc. Magazine's Entrepreneur of the Year.

Know More! Referrals

Using Technology to Generate More Prospects and Land More Clients

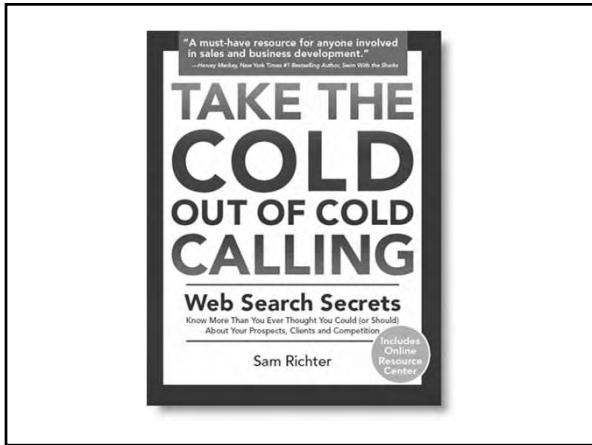
Sam Richter

Could Your Business Be Better With Better Information?

What You're Going To Learn...

- The "Fourth R"
- "Fourth R" University
- 4R for Generating Better Leads and Referrals
- 4R for Better Relationship and More Business





Keys to Exceptional Referrals

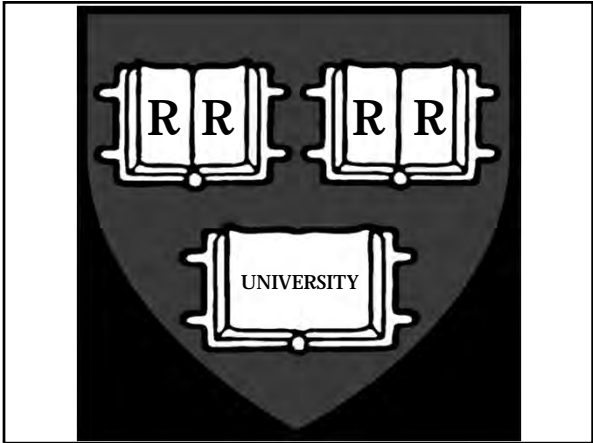
- 1) **Ask from a Position of Strength** – “I need your help to grow my business” makes you appear weak
- 2) **Feel Good About Referrals** – You provide value
- 3) **Create an Identity** – Know who you work best with, and find prospects/clients that meet the profile
- 4) **Know Your Clients** – Know their world and who they know **before** you ask
- 5) **Know Your Prospects** – Know their world and what’s important **before** you meet

www.frankmaselli.com

The image is a book cover for 'REFERRALS: THE PROFESSIONAL WAY' by Frank Maselli. The cover has a black background with a geometric pattern of white and grey triangles. The title 'REFERRALS' is in large, bold, white letters, with 'THE PROFESSIONAL WAY' in smaller white letters below it. The author's name, 'By Frank Maselli', is at the bottom.

Referral Key - The "Fourth R"

- Reading
- Writing
- Arithmetic
- **Research**




Pages Disappearing?

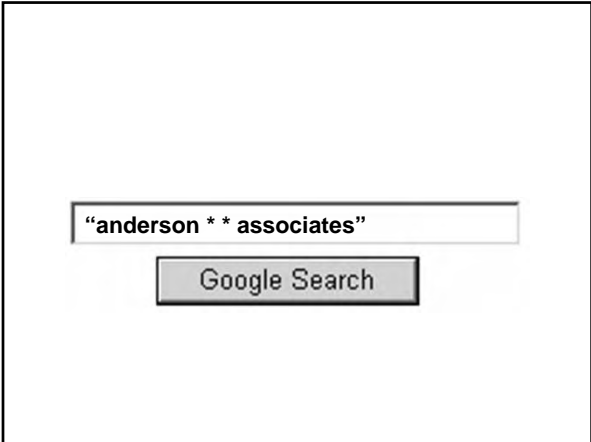
"financial planning association" + "press release" OR "news release"

Press Release - Savingforcollege.com - The internet guide to...
Sep 23, 2002... will be exhibiting at the **Financial Planning Association's Success**
taking place from September 28 to October 1 in ...
www.savingforcollege.com/press_releases/pre

Cached

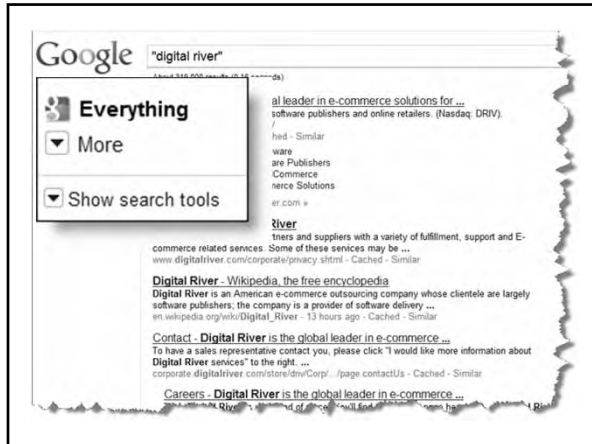
**Suffer From
Temporary Amnesia?**

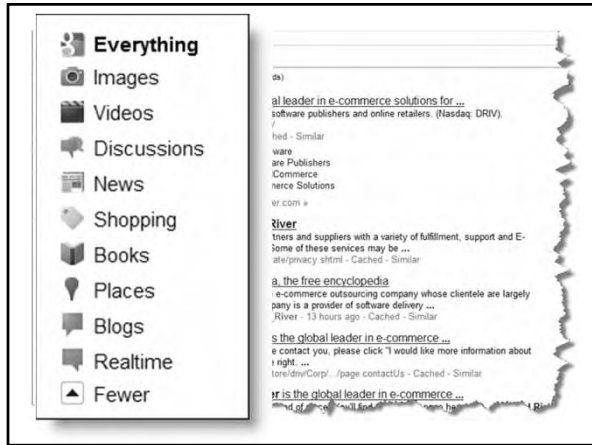


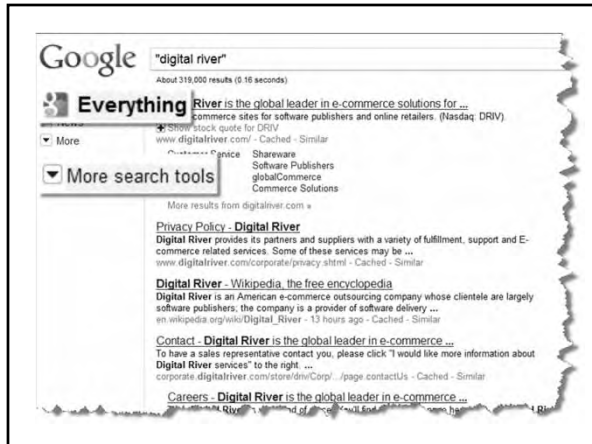












Filetype:yyy

Excel	xls (xlsx)
PowerPoint	ppt (pptx)
Word	doc (docx)
PDF	pdf

"third party administrators" + retirement filetype:xls

[Link to template - PERS Annual Statement](#)
File Format: Microsoft Excel - View as HTML

44. The retirement system has performed additional sensitivity tests, as shown below. consultants or advisors, and **third party administrators** ...
www.ins.state.ny.us/annual/naic10_ret_tmpl.xls

[CLIENT LISTING FOR WEBSITE - Welcome to Premier Health Networks](#)
File Format: Microsoft Excel - View as HTML

16. AFTRA HEALTH & RETIREMENT FUNDS, AFTRA HEALTHFUND, 261 MADISON AVENUE HEALTHCOMP THIRD PARTY ADMINISTRATORS, P.O. BOX 45018, FRESNO, CA 95717-0018

www.namci.com/secure/NAMCI_Client_List_...

... MD HS Policy Board shall seek all waivers from the Employment Retirement **third-party administrators**, through private insurers, or a combination. ...
www.mdsinglepayer.org/wp.../side+by+side+comparison+condensed.xls

Google.com/Alert

Create a Google Alert

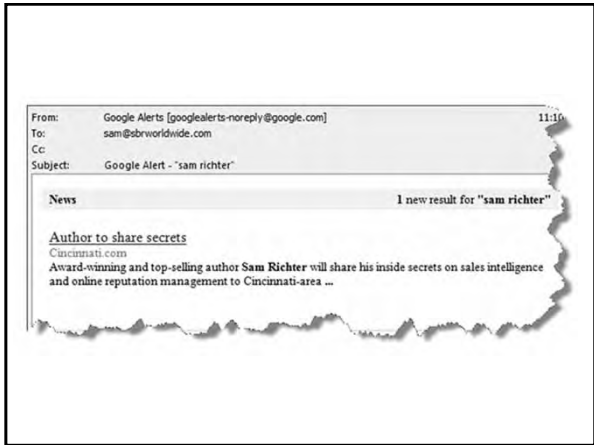
Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Deliver to:



The Invisible Web









What's there?

Company Name Phone SIC City State Advanced Search by Select State Search

Records Found 2747 Back to Search | Print | Change View Download Records

Sort Company and Select Column Sort

Prev | Results 81-120 | Next Jump to Result # GO Build Query

Company Name	SIC	City, State	Location	Sales	Emp.
81: Acme Addressing	7331	Ventura, CA	Single Location	\$140,000	2
82: Acme Addressing Inc	2752	Philadelphia, PA	Single Location	\$500,000	7
83: Acme Administrators Inc	6411	Temecula, CA	Single Location	\$250,000	2
84: Acme Advertisers Inc	7997	Dennis, MA	Single Location	\$73,000	2
85: Acme Advertising	7311	San Francisco, CA	Single Location	\$280,000	2
86: Acme Aerospace Ltd	3728	Kennedale, TX	Single Location	\$100,000	2
87: Acme Aerostructures Design	7389	Friendwood, TX	Single Location	\$100,000	2
88: Acme Air Conditioning	7623	Fresno, CA	Single Location	\$44,000	1
89: Acme Air Conditioning	1711	Bordentown, NJ	Single Location	\$110,000	2

Company Databases

America's Newspapers

SEARCHING: United States 706 titles - More Information

refine: Most recent matches first

Search date: All years

Search date: custom date

SEARCH

Search Note: To find an exact match or phrase, use quotes. Custom date example: Jan 1, 2006 - Feb 3, 2006.

NARROW TO: (To narrow your search, select from the options below)

New England
 Middle Atlantic
 South Atlantic
 East South Central
 West South Central
 Mountain
 Pacific
 National Newspaper/Other
 U.S. Outlying Areas
 American Samoa
 Guam

Click on an individual state or use the legend to search an entire region of the U.S.

News and Journal Databases

Visit Online

HENNEPIN COUNTY Library

CATALOG INTERNET BIRTH TO SIX KIDS TEENS 55+

REFERENCE & RESEARCH BOOKSPACE SUPPORT YOUR LIBRARY

Welcome ยินดีต้อนรับ

AT THE LIBRARY

Library Catalog My Account Library Foundation

Databases A-Z

Birth to Six KidLinks

THE BEST KIND OF RETURN... The best kind of return on your investment is to support your local libraries! Make a donation to the Hennepin County Foundation of Hennepin County.

writing... fun ag... Month. Did we mention first...

LIBRARY SERVE ON THE LIBRARY

Hunting for Business

Clients	Profit	AUM	Business	Title	Location
Client A	4	\$3 million	Real Estate	CFO	55305
Client B	5	\$1.5 million	Doctor	n/a	55402
Client C	3	\$750,000	Marketing	Vice President	53042
Client D	1	\$1.25 million	Lawyer	Partner	20100
Client E	5	\$1.4 million	Real Estate	President/COO	55305
Client F	4	\$600,000	Retail	Vice President	55102



LinkedIn.com

Find People **Advanced People Search** Reference Search Saved Searches

Keywords: Title:
 First Name: Current
 Last Name: Company: Current or past
 Location: Located in or near: School:
 Country: United States
 Postal Code: Lookup
 Within:

Industries: Civic & Social Organization
 Civil Engineering
 Commercial Real Estate
 Computer & Network Security

VP of Finance at Wausau Window & Wall Solutions
 Greater Minneapolis-St. Paul Area | Construction

Google

Bob Smithpeter - LinkedIn
 Wausau, Wisconsin Area - Accounting Professional
 Controller at **Wausau Window & Wall Systems**; Controller at **Wausau Window Systems**. Education. Central Missouri State University ...
 www.linkedin.com/pub/bob-smithpeter/12/8a3/40a - Cached

Available Databases
 Select A Database To Get Started.

Available Databases

U.S. Businesses 14 Million Businesses More Information Search	Canadian Businesses 1.5 Million Businesses
U.S. New Businesses 4 Million New Businesses	US Standard White Pages 89 Million Residents

Public Library / ReferenceUSA

U.S. Businesses Database

Quick Search Custom Search

Expand All Select All

- Company Name
- Executives
- Business Type
- Geography
- Phone
- Business Size
- Ownership
- Financial Data
- Special Selects

To start your search...
 Click on the headings to the left.
 If you are unsure what to search for, click on the headings to the left.

MANTA
essential business information on demand.

- research customers and opportunities
- access credit histories
- identify executives and boards

Home Find Companies Browse Industries Browse Publishers Browse News Advanced Search About Us

SEARCH COMPANIES Enter company name Search

BASIC COMPANY LISTING
over 45 million companies
FREE! View basic profile information and links to more detailed reports.
Search for a company

DETAILED PROFILES
over 12 million companies
FREE! Log in to access more detailed information. Registration is easy.
Register for free!

PREMIUM REPORTS
analysis of reports
Access in-depth profiles and reports. Log in and purchase. Access now.
Learn more

Manta.com

R J Ryan Construction Inc., R J Ryan Construction, Inc.
1100 Mendota Heights Road
Mendota Heights, MN 55120-1224 map
Minneapolis-St. Paul, MN Metro Area
Phone: 651 681-0200
Website: Rjryan.com

R J Ryan Construction Inc is a private company categorized under Industrial Buildings, New Construction. It is located in Mendota Heights, MN. Our records show it was established in 1979 and incorporated in Minnesota. Current estimates show this company has an annual revenue of \$5 to 10 million and employs a staff of approximately 20 to 49.

R J Ryan Construction Inc Business Information
R J Ryan Construction Inc also does business as R J Ryan Construction, Inc.

Location Type Single Location
Annual Sales (Estimated) \$5 to 10 million
Employees (Estimated) 20 to 49
DAR: 33
SIC Code 152103, General Contractors
NAICS Code 236115, New Single-Family General Contractors
Products, Services and Brands Information not found
State of Incorporation Minnesota
Years in Business 32

Business Categories
General Contractors in Mendota Heights, MN
Industrial Building Construction
Nonresidential Construction
New Single-Family General Contractors
View newly formed U.S. businesses

Company Contacts
In this company's "Open This Profile"
Tom Ryan
Owner

Google "R J Ryan Construction"

Everything
Images
Videos
Maps
News
Shopping
Books

Hot property: Factory Motor Parts | StarTribune.com
According to city documents, a \$4.6 million building permit has been issued to R.J. Ryan Construction for the project. . .
www.startribune.com/business/98149169.html

Mool
Media Search Engine

Search: "r j ryan construction"

Our custom search engine will search over 4,500 broadcast media, newspapers, & national magazine websites.

Newspapers	Broadcasting Media	Magazines
The Aeron Beacon Journal	ABC	TIME Magazine
The Albuquerque Journal	ABC News	Newsweek
Arizona Daily Star	BBC	U.S. News & World Report
Arizona Republic	CBS	Life Magazine
Arkansas Democrat Gazette	CBS News	The Atlantic
Asbury Park Press	CNN	Reader's Digest
Atlanta Journal-Constitution	ESPN	OpenDemocracy
Austin American-Statesman	Fox News	PC Magazine
Baltimore Sun	MSNBC	& hundreds of other leading magazines.
The Birmingham News	FBS	
Boston Globe	& hundreds of local TV stations & radio stations...	
Boston Herald		
The Buffalo News		
Charlotte Observer		
Chicago Sun-Times		
Chicago		

Mool.com/media

Mool Media Search Engine

Search: "R J Ryan Construction"

Hot properties: Xccent Inc. headquarters | StarTribune.com
Feb 14 ... General Contractor **R.J. Ryan Construction** ... Ground was broken in October, and contractor **R.J. Ryan Construction** of Mendota Heights is ...
www.startribune.com/business/84161682.html

Minneapolis / St. Paul Business Journal:
RJ Ryan Construction Inc., Mendota Heights, hired Angela Mariani as director of business development. Naviant Group hired Coralee Torrence as a ...
eastbay.bizjournals.com/twincities/

Dart Warehouse IV | StarTribune.com
May 2 ... **R.J. Ryan Construction** is performing work on the Dart Warehouse space including installing a new driveway for a truck scale and making ...
www.startribune.com/business/52528164.html

First Industrial to Develop New 285000 S.F. Built-to-Suit ...
RJ Ryan Construction Inc. is the general contractor and Wayzata-based Mohagen Hans Architectural Group is the designer. First Industrial owns, manages ...
www.examiner.com/p-210931-First_Industrial_to_Develop_New_285_000

Sam Richter (🔒)

#1 Rated Sales Training Program | Chief Marketing Officer | Top-Selling Author | Keynote Speaker | Reputation Expert
Greater Minneapolis-St. Paul Area | Marketing and Advertising

Sam Richter RT @samrichter · latest tech column, including eho with @samrichter · BB Torch & cool Logitech speaker system. <http://bit.ly/1uclUP9> via Twitter · L

9 days ago · Like · Comment · See all activity

Current

- Senior Vice President (SVP) | Chief Marketing Officer (CMO) | Online Reputation Expert at ACSB, Inc. |
- CEO | Founder | Sales Intelligence Guru | Sales Speaker | Sales Training Expert at SDS Worldwide |
- Best-Selling Author | Award-Winning Writer | Sales Training Enhancement at Take the Cold Out of Cold Calling |

Past

- President at James J. Hill Group | Hill Reference Library
- Senior Director of E-Business Marketing | Online Marketing at Digital River |
- Group Director | Reputation Management | Public Relations Counselor | Crisis Management at Shandwick Worldwide |

Education

- Saint Mary's University of Minnesota
- University of Saint Thomas
- University of Minnesota-Twin Cities

Recommendations **72** people have recommended Sam

LinkedIn.com

Spenser Sequeira
 CEO, ActiFi, Inc.
 Greater Minneapolis-St. Paul Area | Financial Services

1st

Current

- CEO at ActiFi, Inc.

Past

- Managing Partner at PrincetonFI
- Vice President at American Express
- Portfolio Manager at Barrington Capital Management, Inc.

Recommendations 4 people have recommended Spenser

Connections 500+ connections

Companies ▾ "RJ Ryan Construction" 🔍

Employees **New Hires**

Sequeira, Brian 2nd

Co- President
 Grotkin Jack, Greater Minneapolis-St. Paul Area 2nd

Controller
 Sandy Gaffney, Greater Minneapolis-St. Paul Area 2nd

Controller
 Grotkin Jack, Greater Minneapolis-St. Paul Area 2nd

Grotkin Jack (2)

Co-President at RJ Ryan Construction
Greater Minneapolis-St. Paul Area

Current • Co-President

Connections 56 connections

Public Profile <http://www.linkedin.com/pub/grotkin-jack/12/95a/521>

Experience

Co-President

RJ Ryan Construction

Privately Held; 11-50 employees; Construction industry
Currently holds this position

Request an Introduction

To: Grotkin Jack
From: Sam Richter
 Include my contact information

Enter the contact information you would like to share

Email:
Phone:

Category:
Subject:

Your message to Grotkin:

Include a brief note for Cliff Allen:

Note: You have no introductions en route. You can send 5 out at a time with your current account.

pipl

The most comprehensive people search on the web

Name BETA

First Name Last Name City State Country

Pipl.com







"jack grotkin" + (~donate OR ~volunteer) filetype:pdf

7 results (0.20 seconds)

pdf [St. John Neumann](#)
 File Format: PDF/Adobe Acrobat - View as HTML
 Dec 12, 2010 ... and to the Liturgy, Justice and Charity, and Faith Formation Commissions
 Ron Ryan • Tom Ryan • Jack Grotkin, 1100 Mendota Heights Road ...
 seekandfind.com/bulletins/02/0103/20101212B.pdf

pdf [Northfield Planning Commission APPROVED: 09/16/08 August 26, 2008 ...](#)
 File Format: PDF/Adobe Acrobat - Quick View
 Aug 26, 2008 ... Mike Trulson, Randy Bongard, Brian Filkins, Jack Grotkin, City ... would like to
 be able to work with Staff to come up with acceptable ...
 www.ci.northfield.mn.us/assets/8/8-26-08-PC.pdf

pdf [EVHA Snapshot-August 2003](#) 🔍
 File Format: PDF/Adobe Acrobat - Quick View
 thanks to Treasurer Dave Hinker for all his hard work getting the new web site off the ... Mark
 making the ...
www.eastviewhockey.net 12003.pdf

EVHA is continuing to work on throughout the spring and summer months. ...

* @

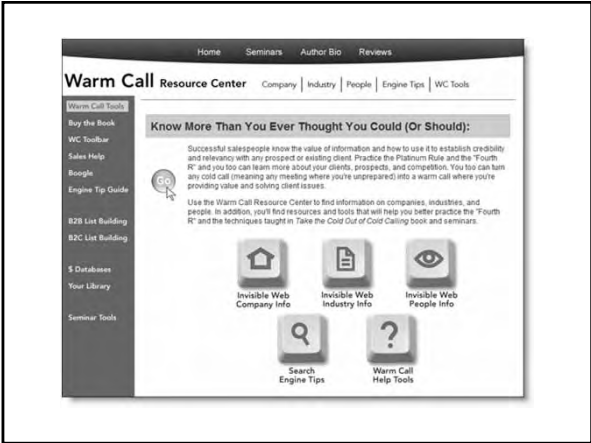
"*@rjryan.com"

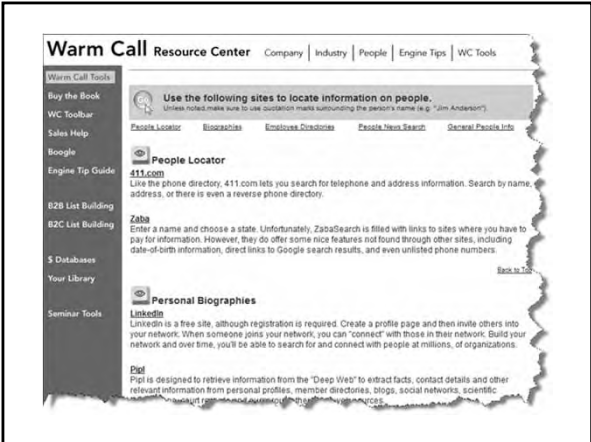


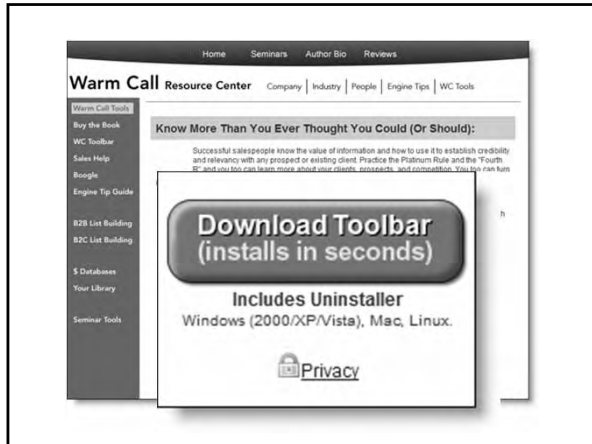


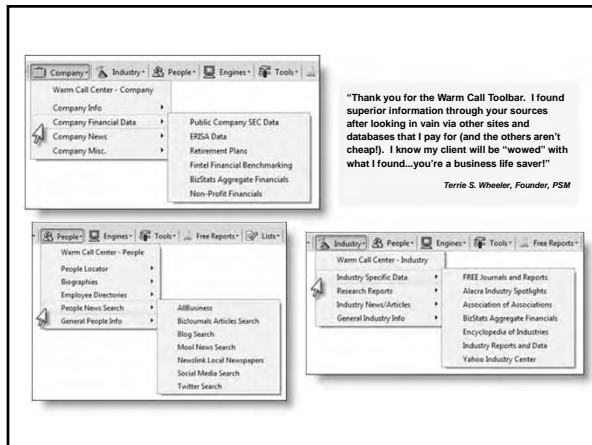













You Know More!


1. No more winging it!
2. Know how to search.
3. Know how to apply information.
4. Know www.actifi.com/ci






The Prospect's Lament

Don't waste my time, please go away.
I will not talk with you today.
You call me up, you want to sell.
But all you do is tell, tell, tell.




The Prospect's Lament

I do not want to hear your spiel.
I will not play let's make a deal.
So listen up, take my advice.
Discover how you can entice.




The Prospect's Lament

If you aspire to earn my trust,
Research is an absolute must.
Know my goals, the issues I face.
Use this to build your business case.



The Prospect's Lament

What have you done for folks like me?
Can you help me find prosperity?
Do you care? Can you help me grow?
Now that's the info I want to know.



The Prospect's Lament

Just think of this next time you phone
And you'll get past my no-entry zone,
Once you get your foot in the door,
I guarantee you'll sell lots more!

**Will Your Business
Be Better With
Better Information?**

Google

"sam richter"

Google Search
