

**Michael Richter** (Online)



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**Michael Richter's Blogs**



**Sales versus marketing**

Posted July 20, 2011 by Michael Richter in Business

"Without us" - the salesman said - "the company wouldn't have the success needed". And the marketing specialist answered: "You couldn't sell anything properly, without us !"

Who is right ?? Let's look a bit more into the details of their jobs.

What is the duty of salespeople ?

They normally sell a known product to known customers, in a known region and into known market-segments. They - should - know the competition of their buyers. They - should - know the birthdays, hobbies and family status ... **more**

Tags: marketing, sales, europe, investment, goods

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**International Marketing and Sales - some information**

Posted July 20, 2011 by Michael Richter in Business, Technology

**Why should I use marketing at all ?**

... because **everything is marketing** all activities in the past and the present will become more clear, the development to the present situation will be analyzed and the paths into the future of YOUR company will be defined- and ...

**more >>**

**Test your marketing**

The following 'basic' questions should be answered in abt. 2 - 3 hours - provided a 'living' marketing plan is available

**more >>**

**Sales planning - Sales concept**

This website gives you a lot of thoughts with regard to sales planning and sales concept. This must not necessarily be complete as especially in international sales this is very much depending on markets, mentalities and sales routes !!

**Globalization offers chances to SMEs**

(Translation of a German interview)

Globalization is a terrible phantom for many small and middle sized companies. Michael Richter works as a marketing and sales consultant to SMEs since 1991 and has a totally different view. He specializes in practically marketing and selling investment goods and ...

**more >>**

**Exporting to/marketing in Europe**

'Press release'

Internationalization is important for every company. Europe - with its more than 450 million inhabitants, only looking towards the European Union's countries - is a perfect place for companies to go. Especially the Western countries are highly industrialized. Find some reasons and help in this article.

[more >>](#)

#### **Winning new customers**

Every company needs new clients - to replace old ones, to become more independent and much more.

Here please find a way ...

[more >>](#)

#### **Selling vs. Marketing**

"Without us" - the salesman said - "the company wouldn't have the success needed".

And the marketing specialist answered: "You couldn't sell anything properly, without us !"

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#### **The future !? – Identifying the way for small and medium-sized (SME) companies**

We 'feel' the confusion:

- How shall we find the right direction for the company ?
- What kind of 'recipes' works best for us ?

[more \(with a proposal\) >>](#)

#### **Potential-oriented sales planning**

The facts:

Many sales departments refuse potential-oriented indicators for their planning.

Instead they take into consideration figures from the past or 'targets' of the management - derived therefrom - in other words 'they drive forward, however, looking into the rear-view mirror'.

[more >>](#)

#### **Countries and mentalities - visited resp. known**

as well as ways to reach them successfully

[are shown here >>](#)

**Tags: international marketing, europe, marketing consultant**

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