



iapd

international association
of plastics distribution

media release

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FOR IMMEDIATE RELEASE

Popular IAPD Keynote Presenter Reveals Eye-Opening Tips and Tricks to Land Hot Prospects *Secure your spot today for Sam Richter's high-powered "Know More! Selling" e-training webinar*

Overland Park, KS — The 57th Annual International Association of Plastics Distribution (IAPD) [Convention and Plastics Showcase](#) held last month in Miami, FL, featured renowned [keynote speaker](#) Sam Richter who gave a high-powered 60-minute presentation to full convention delegates during IAPD's opening general session. His session was so popular that IAPD has asked him to present a follow-up [e-training webinar](#) on Thursday, November 14 at 9:00 a.m. CST.

Richter captivated IAPD audience members with his ["Know More! Selling"](#) approach, revealing:

- Google search secrets for finding qualified leads, uncovering opportunities and understanding decision makers.
- Tips and tricks for using "hidden" websites as sales and competitive "intelligence agents" including how to truly leverage LinkedIn as a prospecting and relationship-building tool.
- How to leverage information to make a big-time impression with any prospect, build deeper relationships with any client and completely differentiate yourself from the competition.

Richter left convention attendees impressed, some commenting on a post-event survey that the "Sam Richter session was amazing and eye-opening," "(he) provided value that could immediately be taken back to the office" and "(he) kept the audience engaged and hit on things everyone can use." The webinar presentation will highlight main points from Richter's keynote presentation given in Miami as well as new search secrets attendees haven't heard before.

IAPD is working to schedule Richter again in 2014 at IAPD's [58th Annual Convention and Plastics Expo](#) in Chicago, IL, October 27 through October 30 at the Hyatt Regency Chicago. "Sam is one of the best speakers I have ever heard and gave an excellent presentation to IAPD convention attendees," said IAPD's CEO Susan E. Avery, CAE. "He really wowed the audience in Miami and I, along with many others, am excited to have him as a webinar presenter later this month and look forward to seeing him again in Chicago in 2014."

About IAPD

The International Association of Plastics Distribution (IAPD), established in 1956, brings together

distributors, fabricators, manufacturers, manufacturers' representatives, recyclers and service providers in an environment which encourages a free flow of ideas and information that help members build their businesses. Every program and service we provide is designed with the simple goal of helping our members increase profitability. Membership in IAPD is an affordable business investment. IAPD provides training, connections with customers and suppliers and information about developments that impact the industry. What makes IAPD unique is a commitment to educating customers and other key end-users about plastics. In other words, IAPD works with members to build the demand for plastics. Central to this effort is the reinforcement of the value of distribution. For more information, visit www.iapd.org.

This release and more are available in IAPD's [Press Room](#).



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