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The Most Powerful Name in Corporate News

Strategic Relations Agency for Improving Company Communications



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CEOCFO: Mr. Cornish, what is the concept behind Richter10.2 Media Group?

Mr. Cornish: The concept is very simple. We narrowed things down to helping companies grow. That is what we do. Every product and everything that we do is geared around helping companies grow. For example, we do communications strategies, videos for sales purposes specifically for business technology companies generally. Our whole mission is around improving their communications and doing our research to know their target public and to know exactly who they are speaking to and to make the most efficient and effective methods to help drive sales revenue. That is what the whole company is positioned around.

CEOCFO: How would that be different from similar companies in your industry?

Mr. Cornish: We consider ourselves communications and strategic relations. With most companies you have marketing, advertising and PR and those are very specific disciplines and if you look at the definitions of each and there's specific definitions. For Richter we carve against that with all three of those. We do not do PR, we are not a marketing shop and we are not advertising shop in that we are focused on research, communication and sales and we would lean more into the sales side of things. We are hyper focused and we are not doing any broad approaches so typically our clients come to us because they have specific relationships they need to make with specific people. That is where we fit in. We are not trying to step on the toes quite frankly or even compete with marketing, advertising or PR. In fact those things generally compliment what we do. Our role is to focus on the sales side of things using research and communications. Most humans say this is similar to that or that is similar to this but the truth is we do not know another company that does specifically what we do. There are a lot of companies that may produce video or companies that produce marketing or do different things that are maybe on the fringes of what we do or crossover to some degree. We have ventured out into our own field to have a narrow focus and that makes us unique. That is generally why we are on the who's-who list of large tech companies including IBM and companies like that. They have typically thousands if not hundreds of thousands of capabilities internally but they usually choose us because we are hyper focused and very good at that specific thing.

CEOCFO: How do people find you and how do they know what to they should be considering?

Mr. Cornish: The do not typically. Generally, we go and find our clients and we make introductions. For example, Richter is actually a client of Richter and everything we do for our clients we do for ourselves. We know our most probable clients. Based off that, we go specifically after those exact people and we pursue those specific accounts. Every now and then a company goes to our website or finds out about us or hears about us or hears about us from a PR article or Inc. 5000, but we do not rely on people finding us because that is not our method of developing business; we go find them.

CEOCFO: When you assess a company what is it you pay attention to that others do not realize is important?

Mr. Cornish: The two things we beat the drum for obsessively is target public research and communication strategy. The truth is a lot of large companies may know their target market but very few companies actually put the resources, time and energy into doing the research to understand the exact people they need to go to and even further than that, how the communication strategy relates to that. For example, you may have a company that is doing many broad efforts to go into trade shows; they are doing billboards, online spend, video spend and all these different things to drive sales except the question is who are they speaking to? That communication needs to be completely tailored to the right person. Our role is to nail the research upfront and really do the tedious work of getting that honed in and then based off that, we work on making the communication for that person very specific so that when we communicate, it resonates with them. We have four main products that are catered around that so whether we are doing a specific one-off video project, or we are doing

an entire series of videos or we are doing a campaign or strategic relations or research projects, all of those things tie into the target public and the communication all leading to sales and driving revenue for that client. They are all connected and related and they all sort of ride one on top of the other and lead into each other. Generally speaking, many companies come to us because they just need some video project, or some research project initially and then it trickles into more of a communication strategy.

CEOCFO: Give us an example of how you are finding people to target and how the message is focused on them.

Mr. Cornish: At the end of the quarter we may take a sampling of twenty companies that we work with that align very well with Richter that was profitable and connected well with our company. Everything about it aligned with what we would consider to be our target public and we frequently go back and define our target public and we have a routine that we go through and we look for all the commonalities or common denominators to understand what is similar about them and what ties them all together; from that, we can build out a clear profile. Once we have a clear profile, we can go and start putting together all the other companies and people that fit that same or similar profile to build a list of people that are most probable to be our clients. Based on that, we have many different proprietary outreach methods that we apply here that we have developed over the years to go and make those initial contacts and connections. The nice thing about the internet and what we do these days is there is nobody we cannot reach. With the right communication with the right person, your hit rate is very high.

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CEOCFO: On your website you have a description of your agency and one of the things you talk about is you focus on simple effective communications and “no fluff.” Would you define that?

Mr. Cornish: I wrote a book called What Works. I think the essence of that book and philosophy at Richter is only drilling down the things that are workable and really obsessing over the patterns of things that do in fact work. When we look at “no fluff” or we are talking about things along those lines, we are not looking for the latest marketing pattern or the latest trend or things that people are doing; we are obsessing over work abilities and things that make things more efficient, more effective and as direct as possible. I think there is a lot in this type of field. Companies need to drive revenue and Facebook is built on companies that are spending and they are supported by billions of dollars of ad revenue which is a testament to show that there is a huge need for companies to drive their revenue. For us, there are all these fads out there and many different things that people spend money on but not all of them are effective. Everything about Richter is to drill it down to the most efficient effective method. We always want to drive our value and effectiveness well above our specific costs. We want the most workable method.

CEOCFO: Do you find that people are ready for your approach?

Mr. Cornish: We have seen tremendous growth and have seen year over year growth and things like that. It is challenging sometimes to communicate what we do. Any time in any field when you carve against what people know, you are going to face a problem. I personally feel that almost every company should take that approach. I do not believe in competition and I do not believe people should go and try to compete. I believe people should carve against it and find their specific focus and go and do that. I think companies are absolutely ready and companies are desperate for what we do. Almost every company that we come across is exasperated and is constantly trying to drive sales and figure out the best way. They have spent a ton of money and are overwhelmed. I think they are more than ready. It is our job and the hurdle is to carve it out and get them to understand specifically what we do and how it is different and where we fit in and eventually that light bulb goes on. We have seen quite a bit of growth from carving against the grain.

CEOCFO: Why pay attention to Richter10.2 Media Group?

Mr. Cornish: We believe wholeheartedly in helping. One of the first chapters of the book is just caring about the people you deal with. We have quite the following on the promo emails that we send out and even the phone calls that we have. Everything about Richter is geared towards helping our clients grow and the ripple effect that has. In terms of paying attention to Richter for this audience, we are here to help. We do not pretend to know everything but we have a lot of experience. We made the INC 5000 list two years in a row and just applied for our third year of fastest growing companies in America. We are doing a lot of things right. If we can offer some insight or ideas or help in some capacity then that would be the main reason. I think the entrepreneurial community can help each other.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

For more information visit: www.richter10point2.com