



Driving Forward Human Achievement

Richard Tyler International, Inc.® is a firm renowned all over the world for its outstanding management, leadership, sales and customer support skill development programs. In an interview with the firm's founder Richard Tyler, he provides a fascinating glimpse into his career background and the remarkable journey that his company has taken over the last 27 years, as well as his vision for both businesses and individuals to succeed.

Richard Tyler has earned a worldwide reputation for his powerful educational methods and motivational techniques, as well as his experience in all levels of business, corporate education and success training. Tyler's background in sales, leadership, management, customer service and quality improvement has allowed him to become one of the world's most sought-after consultants, lecturers and teachers. He is the world's top Sales Trainer and considered to be the world's leading Sales and Management expert.

When Tyler was at college in the 1970's, he needed to make some money, so he focused on an industry he had some background knowledge in, fashion jewellery. Gold prices had risen in the 1970's and he bought wholesale jewellery - with the aim of selling it around the campus directly to students - which gave Tyler the bug for sales. Back then, Tyler was very much in tune with what people wanted, so this led him down the path of wanting to satisfy clients' needs, which has been his speciality ever since.

After that, Tyler began to sell and develop his ideas and philosophies, and would even record himself to see how he sounded when carrying out a sales presentation. From selling fashion jewellery, Tyler developed lines of over 120 products and decided that this was the direction he wanted to head in. After setting up his own business, that led him to test his principles in various industries over the years from magazine publishing to the direct sales of products and services. Ultimately, he set up the company Richard Tyler International, Inc.® 27 years ago.

The journey the company has taken over the years has been phenomenal, but going back to the dawn of the company, Tyler recalls that he was advised to choose a particular niche, that is to focus solely on one industry. "For many people, that is sage advice" Tyler explains, "but I chose not to take that path because my philosophy is that I had spent many years developing sales ideas and processes, as well as leadership and management principles".

These ideas and principles can work in every single industry asserts Tyler, who stresses that his own specific niche is as a sales and revenue generation expert. While product knowledge is easy to obtain, Tyler believes it is essential that people in the industry clearly understand sales processes and methodologies that will work for them, and this is the approach he takes.

"We are world renowned sales and management experts in all kinds of industries, and our customers come to us because they want to generate more revenue" Richard stresses. "They want to improve their leadership skills and to have better management within their organisation" he went on to say. "While many consultants and speakers are experts in their field, we have not gone into an industry where we have not been able to effectively lead and dominate because our business success teachings are core fundamental skill and knowledge requirements. These are the bedrock principles that must be in place in order to drive forward human achievement."

The unique advantages of Richard Tyler International, Inc.®

The main difference with Richard Tyler International, Inc compared to any other consulting or training firm, is that "every single one of the course programs we have is congruent with others" Tyler affirms. Expanding on this fascinating point, he reveals that "many companies may have a set of skills that they teach, but they are not always congruent. By this, I mean that the leadership principles do not always blend with the sales and the sales do not always blend with the management or the customer service."

"Every course that I have ever developed, from management to leadership and customer support, all came from the core principles of the sales process and methodology. Sales, in my opinion, is a master communication process, and if you can master the processes and methodologies, then you can begin to apply that to every other area of your business and life."

"We developed the first management and leadership courses, not because I was setting out to design those, but because we could take the revenue of a company so far but management would get in the way due to silly or out-dated rules and regulations and leadership and management that didn't understand how to ethically generate massive revenue consistently. These were incongruent with creating sales and profitability. So the only way to fix that was to develop leadership and management programs that would teach the skills that were congruent with sales and revenue generation principles" Tyler goes on to explain.

"There is not a single company on the face of this earth in the training and consultancy business that has developed all the core principles based on the master communication principles of sales. Every one of



“Remember, your success tomorrow is in direct proportion to your ‘Commitment to Excellence®’ today.™”

our teachings is synergistic and when we go in and consult, we will never say anything that does not help with increasing profits or generating massive revenue growth. As well as nothing that is not congruent with what we say to the front line troops” Tyler reveals.

‘Commitment to Excellence’® Sales Immersion® Sales Training Program

Richard Tyler’s ‘Commitment to Excellence’® Sales Immersion® Sales Training Program is an award winning, intense, six-day sales training seminar for the professional who expects immediate results. It is one of the firm’s two master courses, the other being the Leadership Mastery™ Immersion Program™, both of which are world renowned.

“What is so phenomenal about the Sales Immersion class, is that when we think about sales methodology there are really only two ways in which people learn. They either learn by spaced-interval repetition or through immersion. While the former is a wonderful way to learn, in sales you need to get all the way to the end of the sales process to put everything to use, in contrast to other skills such as leadership, management and customer support Tyler explains.

“So if I teach you how to ask the right questions and to do a great presentation, and you know all the closing techniques or agreement methodologies, you have the recipe for success” Tyler enthuses. With Sales Immersion, Tyler explains that he took all the years of his knowledge, training and processes and “condensed it down into an challenging and incredibly rewarding six-day course.” Impressively, people from all over the world and from all levels within a company attend, and furthermore it is not only sales personnel that take part, but anybody who is interested in growing a company can also attend.

The specifics of the course entail a 12 to 15 hour working day, over a six-day period, and there are individual and team project activities on offer. “Everything is tested and graded along the way and there are no distractions such as parties, and even if the attendee lives in the same city within which the programme is being conducted, they have to stay on the premises because the work is so focused” Tyler stresses.

In addition, Richard Tyler International teaches the complete sales process and methodology package, that is every single thing a person needs to know, from “mastering communication skills, wants and needs analysis to the methods and steps that exist in sales and why people make decisions, as well as the agreement methods that are required to help people along in the decision process” Tyler adds.

“Additionally in class, students will do generic as well as product or service specific presentations, in groups. In one section of the course, teams are given hours to take a product or service and they have to write a complete presentation incorporating all they have learned. Then they will then role-play what they came up with as if they were going to go out to do it in real life. The team is graded on the result of their work.

“At the end of the course, the student takes away a complete process and methodology in their head. Of course, they will not be experts in it at that moment in time. Having said this, they will be expert enough to be able to do it. This is much more effective than only learning small components over a long period of time. Our Sales Immersion process gets them immediate results. And, as they continue to practice what they have learned in whole they will get better and better.

Developing the earlier point about being tested along the way, Tyler goes on to reveal that an attendee has to obtain a 90% average grade point

to pass, which does seem high. Tyler underlines that the title of the course is a ‘Commitment to Excellence’, not a commitment to average or good and that those who attend his courses do so “to become master sales professionals and communicators and to grow their business or company. They didn’t commit six days to get average results.”

Awards and accolades

Richard Tyler is a two-time Best Selling Author, an Expy® Award Winner, a two-time Quilly® Award Winner, a two-time Editor’s Choice Award Winner and a C-Suite Book Club featured best selling author. He has been inducted into the National Academy of Best Selling Authors® and the National Association of Experts, Writers and Speakers™ and was selected as one of America’s PremierExperts™. Additional awards include, Top Sales Trainer In The World Award, Game Changer Of The Year Award, Distinguished Speaker Award, Who’s Who Worldwide of Global Business Leaders, American Biographical Institute “Man Of The Year Award”, Who’s Who in American Education, Outstanding Young Men of America Award, to name a few.

While winning an award should make you feel good, Tyler strongly believes that “awards are the recognition that you are doing things that other people find beneficial”. In addition, Tyler states “While both I and Richard Tyler International appreciate receiving recognition, as any individual or company should. The best recognition of all, is for your clients to continue doing business with you and for new clients to be attracted to you, because they know that you will do things to help them grow their business and grow their own talents.”

While Richard Tyler appreciates the accumulation of awards he added “The sweetest of all awards comes from seeing our clients and students achieve greater success than they thought possible”.

Vision for the future of Richard Tyler International, Inc.®

When asked what the future holds for him and his company, Tyler quotes a top executive consultant and close personal friend, Jack Barry. Jack says that ‘if a company does not grow, it dies’ and Tyler believes this is completely accurate. Companies need to grow, as does the manner in which a firm helps the people in it to grow. Tyler’s vision for the future is to “continue to expand our operations and consulting services, and to continue to bring people into the philosophies and methodologies that we believe create positive environments for businesses and individuals to succeed”. To be true to his word, this year Tyler launched a vibrant new company division to service clients, Richard Tyler International Technologies®. The company is a digital agency that helps clients build an automated sales engine, provides sales strategy, content marketing, paid advertising, SEO, email marketing and social media content. Already the company is taking the industry by storm.

As Richard says, “Remember, your success tomorrow is in direct proportion to your ‘Commitment to Excellence®’ today.”™

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