

Richard P. Farrell

Richard P. Farrell is President of Tangent Knowledge Systems. Having been responsible for sales, and business development for nearly 25 years, Richard brings a tremendous depth of experience and results to his audiences. His passionate, provocative and interactive style encourages audience participation, learning, and improvement while providing practical, usable “time tested” information. Richard stresses a non-selling posture that allows the sales person to play the role of a “change agent” rather than a product centric transactional sales person.

He has worked with a range of companies from Fortune 500 companies to start-ups in helping them optimize their performance by assessing their sales people, sales processes, management structure and strategies. In working with his clients Richard has helped identify performance gaps and provided sales plans to help track, measure and execute objectives to increase the company’s bottom line.

Today in his role of President of Tangent Knowledge Systems, Richard continues to actively sell, prospect and manage client relationships in addition to the high performance training and development program he personally conducts.