

# coffee coaching



HP and Microsoft bring you another spoonfull of sugar to help sweeten your pipeline. Please be sure to stop by the HOL area and meet Andrea to receive a complementary autographed copy of *The Seven Keys to Effective Business-to-Business Appointment Setting*.

## The Seven Keys to Effective Business-to-Business Appointment Setting

Unlock Your Sales Potential



Foreword by  
Tom Ziglar, CEO, Ziglar

### Andrea Sittig-Rolf

*"An excellent collection of techniques and skills to put to work in the real world!"*  
—Joey Knuth, Marketing Manager, The Larson Group

Meet four-time author Andrea Sittig-Rolf and find out how her company is defying the odds and boosting sales at some of the most prestigious companies in America, based on the principles in this book, offered as a FREE GIFT to you from HP and Microsoft!

Chief Blitz Master & CEO of Sittig Incorporated, creator of The Blitz Experience®, and frequent guest of the media, Andrea will be on site in the Coffee Coaching fun room to sign your copy of *The Seven Keys to Effective Business-to-Business Appointment Setting*.

*"Knowing how to set appointments will translate into energy and confidence on the phone. Your activity will increase, and because your skill has improved, so will your results. Does it work? I know it works! Not only have we trained thousands of salespeople through the years, we are also a customer of The Blitz Experience, and we have benefited from the skills and techniques taught in this book."*

**Tom Ziglar, CEO, Ziglar Corporation**

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