

Business-to-Business Prospecting: Innovative Techniques to Get Your Foot in the Door with Any Prospect

By: Andrea Sittig-Rolf

Aspatore, Inc., May 2005, Pages: 160 www.aspatore.com

"This book shows you how to attract more and better customers, faster and easier than ever before."

Brian Tracy – Author of over 25 top selling business books.
President, Brian Tracy International

"Business-to-Business Prospecting is a fabulous book about the critical sweet spot for any sales professional. Andrea Sittig-Rolf's ideas about the ICP alone are worth the price of admission. But that's not where it stops...read on!"

Steve Farber Author - The Radical Leap: A Personal Lesson in Extreme Leadership
President, Extreme Leadership, Inc.

"The most important decision a salesperson can make in the B2B sales game is where to play. Andrea Sittig-Rolf does a superb job explaining how to find and select the best prospects and opportunities. She also provides invaluable tools you can use to improve your odds of winning. If you want to take the gamble out of the way you sell, then this book is for you."

Ronald J. Walsh Author - High Stakes Selling: Taking the Gamble Out of High Tech Sales
President, High Stakes Consulting

"Andrea Sittig-Rolf's book shows how to turn suspects into prospects and prospects into customers. The how-to format makes it easy to apply innovative techniques to sales success!"

William "Skip" Miller Author - ProActive Sales Management, ProActive Selling, KYSO
Prospecting
President, M3 Learning

Business-to-Business Prospecting is the first sales book with innovative, actionable ideas targeted directly to sales professionals in the business to business sales industry. It contains proven methodologies that consistently get results.

Over her 15-plus year career, Andrea Sittig-Rolf has recruited, led and trained business to business sales teams to sell millions of dollars worth of products and services. Now, in her long-awaited first book, Sittig-Rolf details:

- Creating your Ideal Client Profile: Cleaning up the pipeline and focusing on real opportunities.
- Networking: Giving first to get quality leads and referrals.
- Winning ambassadors.
- Writing powerful proposals.

Andrea's new book, *Business-to-Business Prospecting: Innovative Techniques to Get Your Foot in the Door with Any Prospect*, is available for purchase at Amazon.com. You may also purchase your signed copy through Sittig Northwest.