

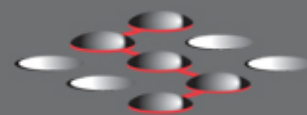


The **BLITZ**[®]
Experience
...are you ready for the magic?

Inspiring Success

One Salesperson at a Time

ANDREA SITTIG-ROLF



Sittig
Inspiring Success
Incorporated

Horn Tooters...Unite!

Today you get to
toot your own horn!



Welcome to Morsels of Motivation...

Sweet Bites of Innovative Sales & Marketing Advice



What's chocolate got to do with it?????



HERSHEY'S 

Twix Brand

CHEW IT OVER WITH



SNICKERS BRAND



Who is Sittig Incorporated?

Sittig Incorporated is a results oriented, activity based, new business development firm that helps companies increase sales through the creation and implementation of effective Blitz Experience® Programs.

Since its inception in May, 2002, Sittig Incorporated has trained and inspired thousands of salespeople to become more effective when prospecting for new business.

Sittig Incorporated offers programs that result in behavior change for activities that result in sales!

Who is Andrea Sittig-Rolf?



Andrea Sittig-Rolf
Founder and CEO
Sittig Incorporated

Andrea Sittig-Rolf is the founder of Sittig Incorporated. She is also the host of internet radio talk show *Power Talk: When Talent and Passion Collide, Success is Inevitable*, author of three compelling sales books, expert content provider for CanDoGo, and creator of The Blitz Experience®, a one day activity-based sales training program that empowers salespeople to set appointments with qualified prospects the day of the training, resulting in a pipeline full of new opportunities at the end of the day.



Power Talk:

*When talent & passion collide,
success is inevitable*

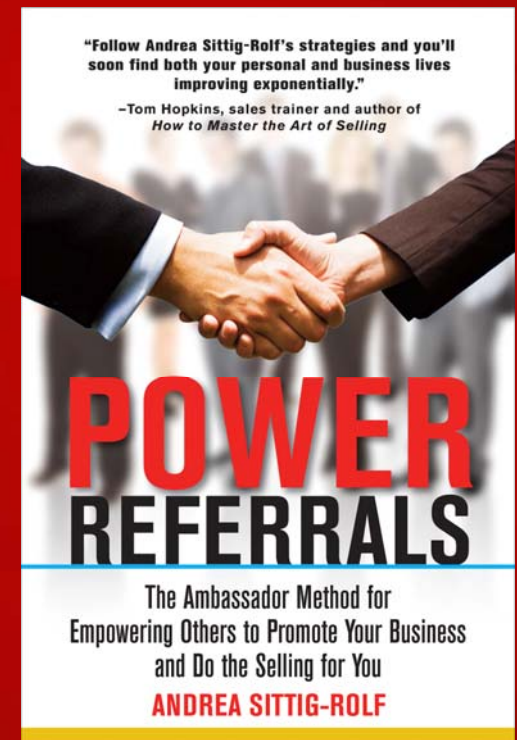
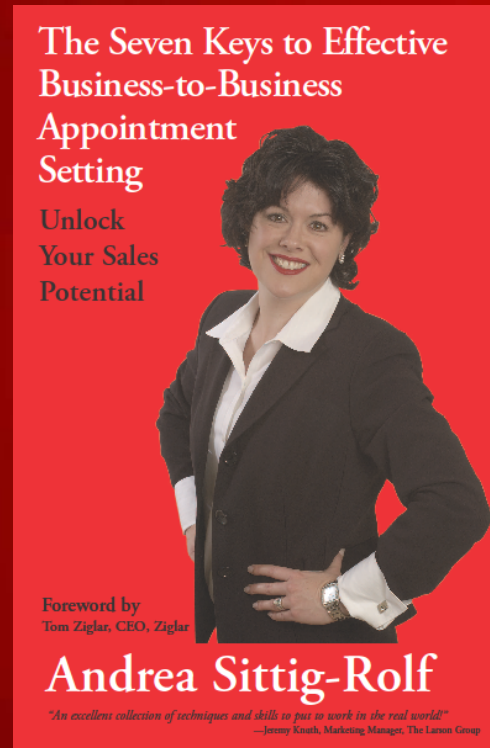
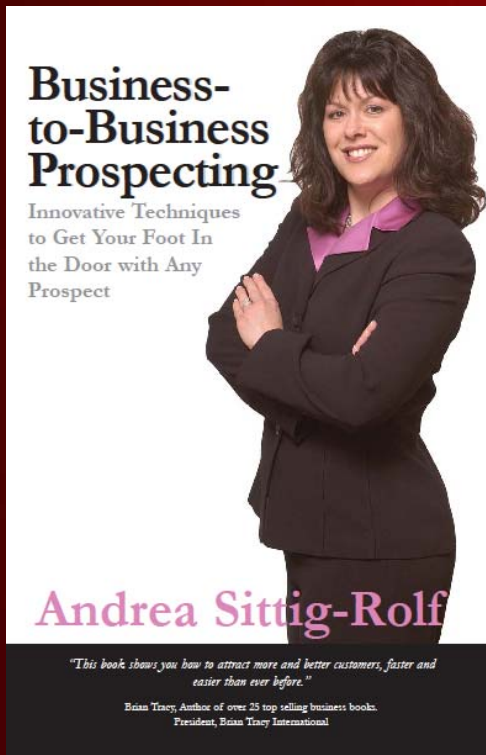
with
host

Andrea Sittig-Rolf



Books

17 Years of Sales Secrets



Sittig Incorporated Clients

Microsoft



Office DEPOT.

Maximizer™
The CRM Company



Washington Mutual

Insight

maxon

PUGET SOUND
Business Journal

ING 



 Allstate.
You're in good hands.

OfficeMax®
What's your thing?



BarclayDean

Defining the Future at Work

MEYDENBAUER CENTER

TigerDirect.com

 Vector ESP™
Enterprise Services Partner

WWW.SITTIGINC.COM



What You Will Learn

- Writing compelling case studies; Leveraging existing customers to build new business
- Overcoming Common Objections
- Creating your Ideal Client Profile
- Determining your Social Currency
- Networking: Giving first to create amazing results
- Winning Ambassadors / Creating your Ambassador Toolkit

Writing Compelling Case Studies

Leveraging existing customers to build new business...

It's OK to toot your own horn, but it's even better when your customers toot your horn!

Why Use Case Studies as a Tool for Developing New Business?

Why Use Case Studies as a Tool for Developing New Business?

Prospects care more about results than features or even benefits.

Compelling Case Studies

Formula

Tips

Applications

Compelling Case Studies Formula

Customer

Business Challenge

Solution

Result

Testimonial

Customer: Hewlett-Packard / OfficeMax



OfficeMax®
What's your thing?

Business Challenge

HP sells various products and solutions through OfficeMax to the end user. Due to the current economic climate, sales were generally down about 20%. Sittig Incorporated challenged them to think about growing their business by being more *proactive* in their sales approach.

Solution

Sittig Incorporated created and implemented an HP sponsored Blitz Experience® campaign for OfficeMax's West coast locations.

Result

250 sales reps participated in 12 HP sponsored OfficeMax Blitz days setting 1,460 appointments with a 72% closing ratio and over \$1MM in sales as a direct result of the appointments set.

Testimonial

“Hewlett-Packard sponsoring this event will go a long way to improving the selling process. We also learned new information on PurchasEdge and sales tactics for growing our HP business. Andrea, you were an inspirational and motivating trainer!! You taught a skill set that will strengthen and grow our sales effort here in Los Angeles. Mostly, we are looking forward to it translating into additional revenue. Your energy and simplified training techniques made it fun as well as successful!”

Archie Dove, Sales Manager, OfficeMax, Los Angeles

Compelling Case Studies Tips

- **Why might you write them yourself?**

Compelling Case Studies Tips

- Convey the message you want to convey.
- Save your customer the trouble.
- Faster turnaround.

Compelling Case Studies Tips

- Organize by industry, company size and application.

Compelling Case Studies Tips

- Create a Case Studies Portfolio.
 - Include one or two case studies from each industry, company size, and application.

Compelling Case Studies Applications

- How might you use Case Studies to develop new business?

Compelling Case Studies Applications

- Include in marketing materials, mailers, and on website to get your foot in the door with new prospects.

Compelling Case Studies Applications

- Include as part of a proposal.

Compelling Case Studies Applications

- Overcoming Objections.

Overcoming Common Objections

- Not interested = Other client reference
- We're all set = Complement / 1 – 10 technique
- Send Literature = Of course...but before I do that, I need to ask a few questions...
- Bad experience = We've changed
- Any objection or question = That's exactly why we should get together!

Volunteers please!

For those of you who are single...

Voicemail

- What is the SINGLE PURPOSE of voicemail?

Voicemail

- Less is more!
 - “Hi (prospect) this is (your name) calling from (your company). I’m calling about (current customer). Will you please return my call at (your phone number)? Thank you.”
 - “Hi (prospect) this is (your name) calling from (your company). I’m calling about (reference name). Will you please return my call at (your phone number)? Thank you.”
 - “Hi (prospect) this is (your name) calling from (your company). I’m calling about your account. Will you please return my call at (your phone number)? Thank you.”

Voicemail

- If they STILL don't call you back...

5 Levels of Sales & Marketing Customer Relationships

Seller: one time sale

Vendor: you're in the "rolodex" for future possibility of business

Supplier: predictable repeat business

Partner: mutual dependence for business success

Ambassador: person who promotes you to others

The Ideal Client Profile

Creating Your Ideal Client Profile

Why is it important to create an Ideal Client Profile and how might it help you in your marketing efforts?

The Ideal Client Profile

Creating Your Ideal Client Profile

Cleaning Up the Sales Pipeline and
Focusing on Real Opportunities

Create Your Ideal Client Profile

- Size of company?
- Industry?
- Number of employees?
- How much annual revenue?
- Who are their clients?
- How many locations do they have?
- How do they go to market?

Get Your Ideal Clients Involved

Ideal Client Profile Client Survey Sample Questions

- How did you hear of us?
- Why did you choose to do business with us?
- What criteria did you consider when making your decision?
- Which of our competitors did you consider when making your decision?

Get Your Ideal Clients Involved

Ideal Client Profile Client Survey Sample Questions

- Why would you want to involve your clients in developing your ICP?

Why Get Your Ideal Clients Involved?

- Learn where to find your ideal clients.
- Learn specifics about why your clients choose to do business with you.
- Learn about important decision-making criteria.
- Learn which of your competitors you're up against most often.
- Leverage information from survey to gain new clients.

Why Get Your Ideal Clients Involved?

- Best of all...you'll get GREAT TESTIMONIALS!

Networking: Giving First to Create Amazing Results

- What's the difference between a lead, a referral, a personal introduction, and an ambassador?

Networking: Giving First to Create Amazing Results

- Why should I give a lead first, before asking for a referral?
- What is the Mutual Endorsement Mailer?

Networking: Giving First to Create Amazing Results

- How do I leverage speakers at networking events to generate leads and personal introductions?

"Andrea, today I attended a convention in Dallas. The speaker was at the front of the room, alone, getting more and more nervous as the room filled up. I took your advice and made my way to the front and greeted the speaker in front of a hundred or so attendees. He seemed thrilled to talk to someone instead of standing alone. Once the speaker started, he immediately mentioned something I said and pointed and called me out by name. It was an Andrea moment. I would have blown my horn if it had it with me. You nailed that idea, Andrea. It helped me and it helped ease the speaker and I got a little PR. Nice. Thanks for the great idea! You definitely have a different approach to business and I love it!"

Doug Picatti, President and CEO, Future Link Communications

ACT: Acquire, Cultivate, Teach

- Use this formula to develop your Ambassador network

The Ambassador Toolkit

Case Studies

Brochures

Presentations

Articles / Books

**Flashdrive with e-version
of the above**

Top 5 Ambassadors – Questions to ask

- **What industry do they represent?**
- **Who are their clients?**
- **How do they go to market?**
- **How many locations do they have?**
- **Do they do repeat business with me?**
- **Do they give me referrals to other Ambassadors?**

What is Social Currency?

Social Currency: The value you bring to your networking relationships.

- **Why would you want to give a lead first, before asking for a referral?**

Social Currency: What value do you bring to your networking relationships?

- **Bestow Networking / Pay it forward**
- **Rule of Reciprocity**
- **Personal notes after networking events**

Social Currency: What value do you bring to your networking relationships?

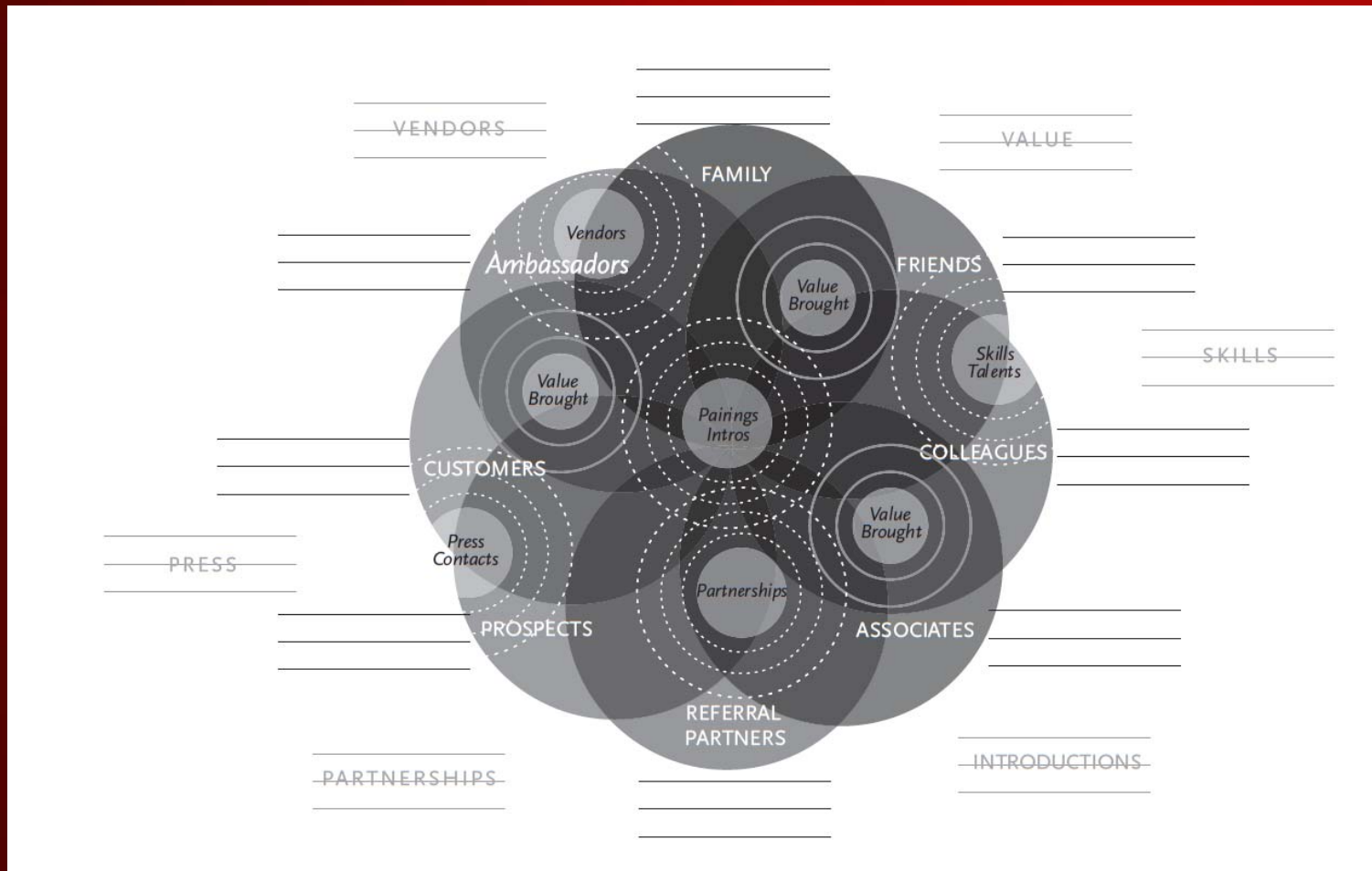
- **Social Currency Assessment***

(*FREE download included in *Power Referrals*)

- List contacts in categories such as colleagues, referral partners, prospects, customers, etc.
- Value you bring to each relationship
- Referrals you can provide
- Connections and introductions you can make

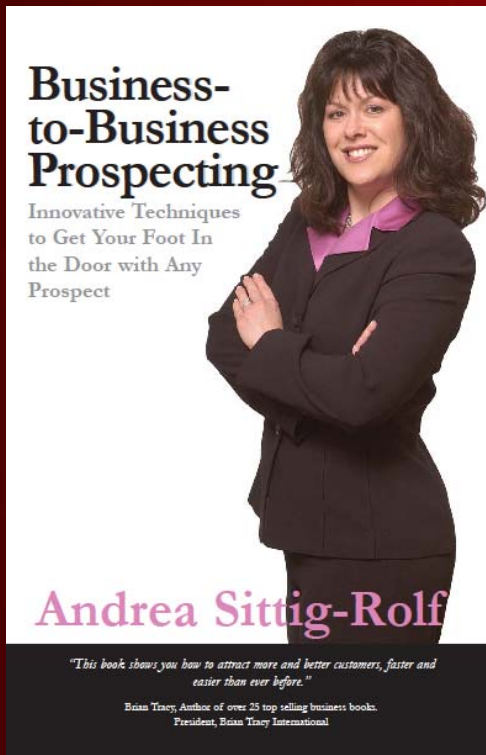
Social Currency: Spheres of Influence*

*FREE Download included in *Power Referrals*



Books

17 Years of Sales Secrets

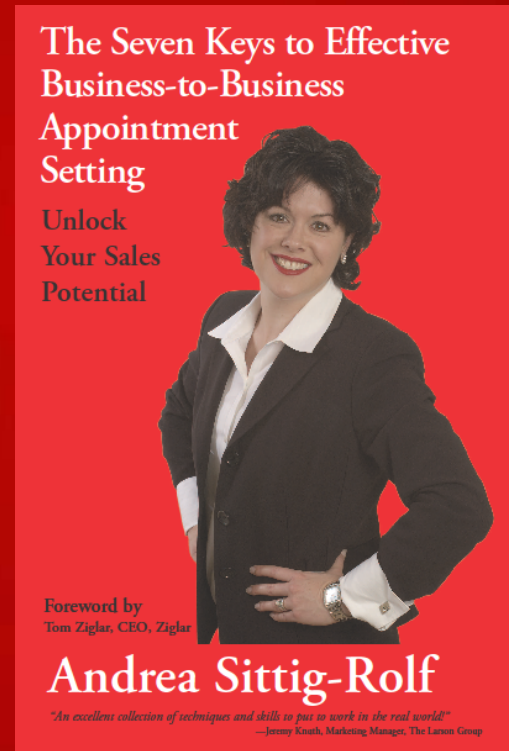


Innovative Techniques to Get Your Foot in the Door with Any Prospect

Books

17 Years of Sales Secrets

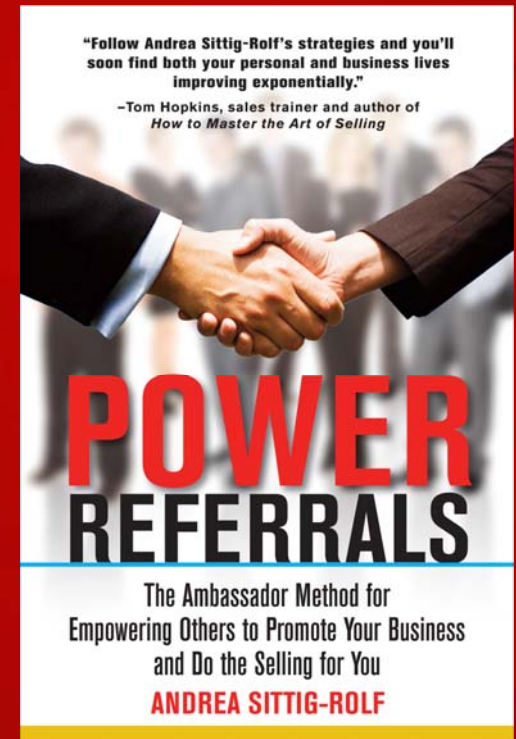
Learn how to get past gatekeepers, overcome common objections, leave effective voicemail messages that get returned, and how to get the appointment to start the sales process.



Books

17 Years of Sales Secrets

Includes 20 FREE downloads to accompany each chapter including worksheets, diagrams, maps, and templates to help you put into practice what you've learned.



Power Referrals

FREE Downloads: Account Map



Power Referrals

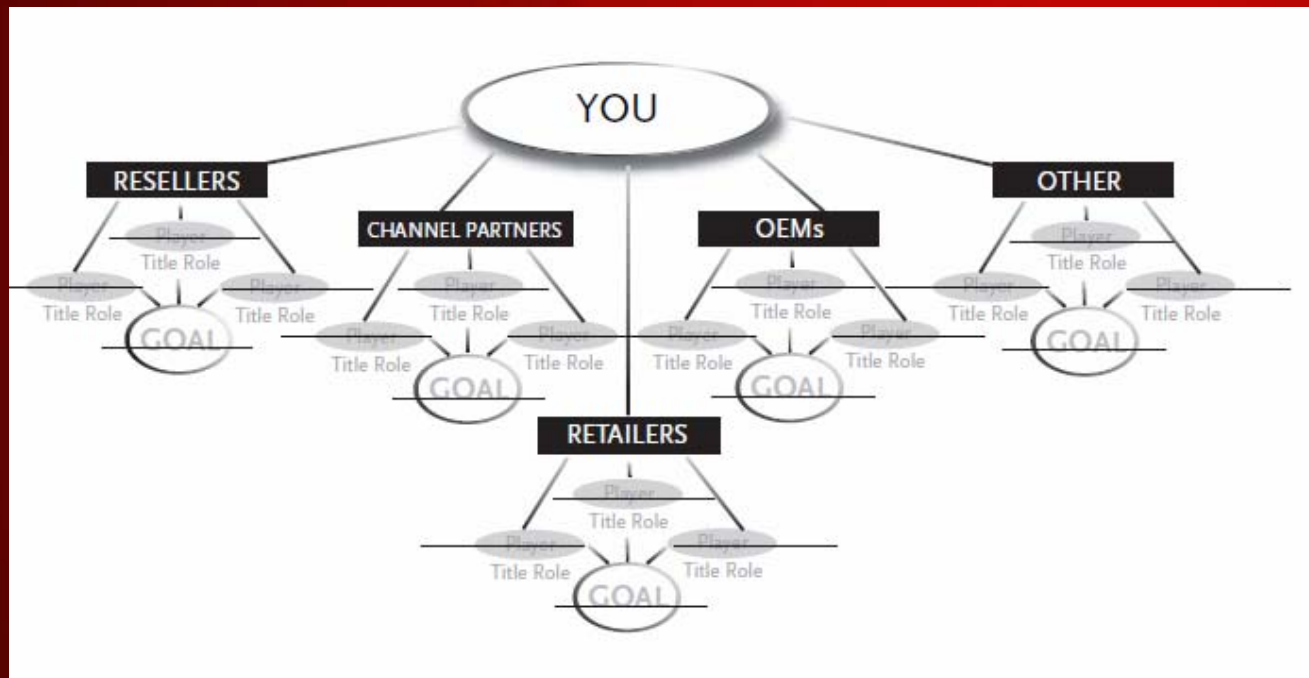
FREE Downloads: Account Profile Map

Corporate Structure



Power Referrals

FREE Downloads: Channel Ambassador Map



PRIZE DRAWING

- **BLOW YOUR HORN IF YOUR NAME IS CALLED!**

Questions?*

*For a copy of this presentation, please give me your business card and write “Chocolate PowerPoint” on the back and I will email it to you.

I'd love to hear from you!

Andrea Sittig-Rolf

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www.sittiginc.com

www.sittiginc.com/powerreferrals

FREE SALES & MARKETING TIPS @

www.youtube.com/andreasittigrolf

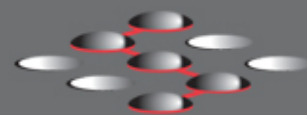


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