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## eWomenSpeakersNetwork Speaker Profile

### Andrea Sittig-Rolf

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Andrea Sittig-Rolf, President of Sittig Incorporated, is the author of a compelling sales book called *Business-to-Business Prospecting: Innovative Techniques to Get Your Foot in the Door with Any Prospect* (Aspatore Books, 2005). She is also the creator and exclusive provider of The Blitz Experience®, a results-oriented, activity-based sales training program that offers fun, productive, and measurable tactics to drive salespeople to consistent, proactive selling behavior.

### Andrea Sittig-Rolf's Speaking Topics

#### Leveraging Existing Customers to Build New Business

Leveraging Existing Customers to Develop New Business: Marketing your successes to bring on even more success.

##### Key Points:

You will learn: • How to write compelling case studies based on your best customers to entice new prospects using an exact, proven formula. • How to use your case studies in your marketing materials, mailers, and on your website. • How to leverage your case studies to get your foot in the door with new prospects. • How to use your case studies as a tool to overcome objections in the selling process. • How to create a case studies portfolio based on key factors important to prospects when making buying decisions.

#### Creating Your Ideal Client Profile

Creating your Ideal Client Profile. Cleaning up the sales pipeline and focusing on real opportunities.

##### Key Points:

You will learn: • Why it's important to create an Ideal Client Profile • How to

You will learn: • Why it's important to create an Ideal Client Profile. • How to create your Ideal Client Profile. • How and why to involve your customers when creating your Ideal Client Profile. • How to clean up the sales pipeline and begin focusing on real opportunities. • How and why to use your Ideal Client Profile when networking for referrals.

## Networking

Networking. Giving first to create amazing results.

### Key Points:

You will learn: • The difference between a lead, a referral, and a personal introduction. • Why giving first creates better leads than asking for referrals. • The best way to give quality leads to your networking partners and colleagues. • How to use your Ideal Client Profile to generate qualified leads. • How to use your networking partner's Ideal Client Profile to give quality leads and referrals. • How to do a Mutual Endorsement Mailer.

## The Blitz Experience

The Blitz Experience is an activity-based sales training program that empowers salespeople to hone their prospecting and appointment-setting skills with business-to-business prospects and clients.

### Key Points:

During the course of this one-day training program, salespeople will not only learn, but will actually PRACTICE the following skills and techniques on REAL PROSPECTS: Getting Past the Gatekeeper, Overcoming Common Objections, Asking Open-Ended Questions, and Getting the Appointment.

## Speaking Categories

### Sales & Marketing

## Areas I Speak In and Around

### Nationally / Internationally

### Fees?

I have a variety of fee structures.

**What people say about me :**

“Thank you for putting on such a productive and eye opening event. I know for a fact everyone on the team had an aha moment and learned something about themselves. There is a renewed sense of confidence on the team that I'm sure will result in many lucrative sales in the future.” - Fidesic

“Out of all the trainings that I have done over the years, most are similar, just the same thing re-packaged. I really liked that Andrea's training had some new, direct and actionable ideas.” - Microsoft

"Since our Sittig Incorporated sales training program, we have gone from 23% of plan to 105% of plan! Our sales reps have changed their behavior to include consistent, proactive selling activities that have resulted in tremendous revenue growth for our company." - Integra Telecom
