

Professional Development Workshop
Effective Business-to-Business Appointment Setting
With Andrea Sittig-Rolf

Tuesday, September 26
6:15 to 8:30 p.m.

\$55++ Members, \$60++ Non-Members
Includes workshop, dinner and copy of book



In her latest book, *The Seven Keys of Effective Business-to-Business Appointment Setting*, Andrea features proven techniques on scheduling qualified appointments with key decision-makers to start the sales process and get the sale!

This Workshop is ideal for entrepreneurs and sales professionals alike. Learn how to leverage the following techniques in your own business.

- How to use the Aha! Formula to schedule appointments with high level executives.
- How to use proven methodologies for leveraging email and voicemail as effective appointment-setting tools, and fantastic lead generation resources.