



Professional

Learn more. Do more.

Press Room

For Immediate Release

11/15/2008

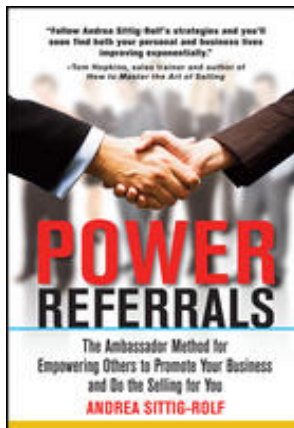
Press Contact: Staci Shands

212-904-4613

staci_shands@mcgraw-hill.com

POWER REFERRALS: The Ambassador Method for Empowering Others to Promote Your Business and Do the Selling for You

by: Andrea Sittig-Rolf



Business promotion is to running a successful business as practicing scales is to playing the piano. It may not be a thrilling activity but it has to be done. Corporate advisors suggest spending more than an hour a day promoting or planning how to promote a business. But entrepreneurs are busy and do not want to waste valuable time. A solution to that daunting task is to implement the Ambassador Method developed by **Andrea Sittig-Rolf** a sales guru and author of **POWER REFERRALS: The Ambassador Method for Empowering Others to Promote Your Business and Do the Selling for You** (McGraw-Hill; November 2008). In her new book she teaches readers how to build an army of ambassadors who do all of the selling, freeing up time to allow owners to work smarter, do more and grow their company.

Having an ambassador is similar to having a salesperson who works just for you but for free! An ambassador is someone outside of the organization who believes in a product or service so much that they sell it among their peers as well as within their own corporation.

POWER REFERRALS provides business owners and salespeople a step-by-step method to gathering and empowering ambassadors to enhance their services. In this book readers will learn to:

- Implement the (ACT) Acquire, Cultivate, Teach principle to win ambassadors and create relationships
- Provide innovative sales and marketing tools to make it easier for ambassadors to promote and sell for them
- Show ambassadors how they can benefit by promoting their business and getting them to believe in what they do
- Unsell - a networking technique that will allow them to close more business than they ever dreamed

POWER REFERRALS also includes links to online material that offers extra information based on the content of each chapter. Ultimately **POWER REFERRALS** was written to give business owners and salespeople an edge on their competition to substantially increase their sales and profits.

ABOUT THE AUTHOR

Andrea Sittig-Rolf helps sales organizations inspire change, maximize sales and increase bottom line results. She is the founder and president of Sittig Inc, a sales training and consulting organization. She lives in Redmond, Washington. Reach her at <http://www.sittiginc.com> Learn more about **POWER REFERRALS** at <http://www.sittiginc.com/powerreferrals>.

POWER REFERRALS: The Ambassador Method for Empowering Others to Promote Your Business and Do the Selling for You by **Andrea Sittig-Rolf**; McGraw-Hill; November 2008; Original Trade Paperback; \$18.95; ISBN: 10:0-07-159768-9; ISBN: 13:978-0-07-159768-5.