

2012
MICROSOFT
WORLDWIDE
PARTNER
CONFERENCE
Toronto - July 8-12

Microsoft
PartnerNetwork

BL18 - Breakout Session: Chocolate, It's Not Just for Breakfast Anymore: Sweet Bites of Innovative Sales Advice

2:00PM — 3:00PM, Tuesday, July 10th 2012

Have you ever thought about the power that peer review has over business decisions? Word of mouth and insider referrals are crucial, especially now, when decision makers are holding their cards (and their wallets) close to their chests. Imagine if your business had an army of Ambassadors spreading good reviews about your product or service to their peers, colleagues, and practically everyone they knew? In just a few days, you could enlist, and arm, your happy customers with everything they'll need to promote your business easily, and even do the selling for you. Based on Andrea Sittig-Rolf's book, *Power Referrals: The Ambassador Method for Empowering Others to Promote Your Business and Do the Selling for You*, this interactive session will empower participants to: - Convert customers to Ambassadors. - Employ the ACT (acquire, cultivate, teach) principle to build an Ambassador sales force. - Convince referral-givers that your gain is their gain. - Use Ambassadors to close more deals than you ever thought possible. - Eat chocolate! "Follow Andrea Sittig-Rolf's strategies and you'll soon find both your personal and business lives improving exponentially." – Tom Hopkins, sales trainer and author of *How to Master the Art of Selling*.

Tracks: Business Leadership/Sales Excellence/Marketing

Keywords: Winning Against the Competition

SPEAKER



PARTNER

Andrea Sittig-Rolf

Chief BlitzMaster & CEO

BlitzMasters

BL25 - Breakout Session: Predicting Sales Success by Filling the Pipeline

5:00PM — 6:00PM, Tuesday, July 10th 2012

In challenging economic times, how do you increase sales? It's not enough to do marketing campaigns and hope that the phone will ring, or run ads and send mailers, expecting that orders will come falling from the sky. No, in this economy it's more important than ever to be proactive in your approach, to make outbound calls to find new business and close sales. Because sales is a numbers game, you can improve your success ratios by improving your prospecting skills. Remember, every sale starts with the appointment. Based on Andrea Sittig-Rolf's book, *The Seven Keys to Effective Business-to-Business Appointment Setting: Unlock Your Sales Potential*, this interactive session will empower participants to: - Navigate past gatekeepers to reach decision makers. - Overcome common objections to get the

appointment. - Leave compelling voicemail messages that actually get returned. - Set the appointment and start the sales process. "Does it work? I know it works! Not only have we trained thousands of salespeople over the years, we are also a customer of Andre's and we have benefited from the sales and skills taught in this workshop." – Tom Ziglar, CEO, Ziglar

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SPEAKER



PARTNER

Andrea Sittig-Rolf

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