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TEN WAYS TO OUTSMART A TOUGH ECONOMY

How Individuals and Small Businesses can Survive (and even Thrive) In an Economic Downturn, from Renowned Sales Expert and Author

Redmond, Washington – Harsh economic news may be the order of the day, but savvy individuals and innovative small businesses can survive and even thrive in a down economy, says Andrea Sittig-Rolf, creator of The Blitz Experience® sales training program and author of *Power Referrals: The Ambassador Method for Empowering Others to Promote Your Business and Do the Selling for You* (McGraw-Hill, 2008). “Whether you’re looking for a new job or new outlets for your business, there’s no reason a slow economy has to hold you back. In fact, you may be surprised at the opportunities you find, once you start to look.”

Sittig-Rolf, President and Founder of Sittig, Inc., based in Redmond, Washington, uses her own business as an example of turning talent and passion into a profitable enterprise that is well positioned for the current economy. “I was a sales executive and my specialty was making sales calls, so I created a unique program that teaches sales professionals how to increase their sales appointments. The results are immediate and companies can dramatically increase their sales within weeks.” Sittig-Rolf’s The Blitz Experience® training program has boosted sales for numerous companies, including Microsoft, Hewlett-Packard, ING Financial Services, OfficeMax and CDW.

Sittig-Rolf offers these tips for creating professional and business opportunities despite the economic downturn:

1. **Reinvent yourself or your business.** Change careers, go to school, try something new. This is the time to be creative and strategic: What can you

offer that will help other people or businesses stretch their budgets or achieve success in this economy?

2. **Don't wait for the opportunity to come to you.** If you don't see the right position or business out there for you, create it yourself. Is there a job or idea that you know will help a company in your area? Talk to them, and propose a new position you can fill, or product or service you can provide.
3. **Don't believe the negative hype.** It isn't true that everyone and every business has to be victimized by a down economy. Despite challenges, the reality is that savvy professionals and businesses can and will find ways to succeed in spite of—or even because of—the economic climate.
4. **Think specialization, not generalization.** People often believe being a jack-of-all-trades is the way to go, but the right specialty niche can make you more valuable and even indispensable, regardless of economic ups and downs.
5. **Use your past successes to pave the way for the future.** Take the time to create detailed case studies and testimonials that will create confidence in your abilities and potential.
6. **Identify “Ambassadors” to sell you or your business for you.** Referrals are an outstanding way to find new opportunities in a bad economy, but take the time to educate yourself on how to effectively work with your contacts.
7. **Learn how to make the most of “Power Referrals.** Whether you're looking for new job or business opportunities, “word-of-mouth” alone is not enough to get the results you need in this economy. You want to make it as easy as possible for people to promote you and your business, because the more work you put into your referrals, the less you'll have to market yourself.
8. **Follow up FAST on ANY tips or leads.** Waiting too long is a common mistake—move quickly or you could miss your break.
9. **Keep your referral sources informed.** A quick update, even if nothing has happened, can result in more help from your referral “ambassador.”
10. **Let your referrals sources help you close—not just promote—business.** The closer you work with your referral contacts, the stronger your results will be.

For more on these and other strategies to create new opportunities, get free downloadable referral tools available at <http://www.sittiginc.com/powerreferrals/freeTools.cfm>, based on methods outlined in *Power Referrals: The Ambassador Method for Empowering Others to Promote Your Business and Do the Selling for You* (McGraw-Hill, 2008).

Andrea Sittig-Rolf, President and Founder of Sittig Incorporated, is the innovative creator of some of the world's most dynamic and groundbreaking tools and training techniques, developed to help businesses radically increase sales results and profitability. She is the developer and exclusive provider of The Blitz Experience® and the author of the books “Power Referrals: The Ambassador Method for Empowering Others to Promote Your Business and Do the Selling for You,” “The Seven Keys to Effective Business-to-Business Appointment Setting,” and “Business-to-Business Prospecting: Innovative Techniques to Get Your Foot in the Door with any Prospect.”