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**FORTUNE 500 COMPANIES USE “BLITZ®” TRAINING  
TO BOOST SALES IN DOWN ECONOMY**

**New Interactive High-Intensity Sales Training in Demand  
To Drive Upsurge in Appointments, Sales, Profits**

**Redmond, Washington** – At a time when many businesses are watching profit margins plummet, some CEOs are taking aggressive action to turn the economic tide in their favor. The unconventional sales strategy, called The Blitz Experience® is a raucous, fast-paced, high-energy program that looks and sounds more like a party than a business session: horns sound, candy flies and people shout as sales teams compete to rack up sales appointments with remarkable speed. By the end of the day, welcome new business prospects and opportunities are “in the pipeline” and sales staff is well equipped to keep the sales Blitz® going.

Microsoft, Hewlett-Packard, ING Financial Services, Tiger Direct, OfficeMax, McAfee, and CDW are a few of the companies that have employed Blitz Experience® training to increase sales numbers. In developing sales channels for Hewlett-Packard business partners, the Blitz Experience® resulted in 40-50 new sales opportunities for every ten salespeople; and as much as \$250,000 in new printer sales within 90 days of each Blitz Experience® training. “It’s the return on investment that makes this sales training program so unique.” Says Anita Macaluso, a National Marketing Manager for Hewlett-Packard.

Another client, Integra Telecom, saw a jump from 23% to 105% of its sales goal when 91 appointments and 35 new accounts resulted from a Blitz Experience® training. “Since our Blitz Experience® ...our sales reps have changed their behavior to include consistent, proactive selling activities that have resulted in tremendous revenue growth for our company,” said Mark Boyce, Vice President of Sales for Integra Telecom.

The Blitz Experience® is the brainchild of Andrea Sittig-Rolf, founder and president of Sittig, Inc. a sales training and consulting organization based in Redmond, Washington. Sittig-Rolf is also the author of books that include *Business-to-Business Prospecting: Innovative Techniques to Get Your Foot in the Door with any Prospect*, (Thomson Reuters, 2005), *The Seven Keys to Effective Business-to-Business Appointment Setting* (Thomson Reuters, 2006) and her newest, *Power Referrals: The Ambassador Method for Empowering Others to Promote Your Business and Do the Selling for You* (McGraw-Hill, 2008).

“The Blitz Experience® isn’t like other programs where you learn ideas but you don’t know if they will work,” says Sittig-Rolf, known to clients as ‘The Blitz Master.’ “This is immediate. It’s not unusual for sales teams to have 100 new appointments by the end of the day, and companies can see the added sales and profits within weeks.”

It’s probably no surprise that Sittig-Rolf’s business is thriving in the current economy. “When clients see how quickly the Blitz Experience ®produces results, they often sign up other branches of their organization for a Blitz Experience® before the day is out,” she says “A lot of companies are going back to basics and looking for ways to make their sales teams stronger. This is an affordable one-day solution that brings in business fast—and right now, the bottom line is the most important thing.”

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The Blitz Experience® is a high-intensity training program that provides sales professionals with hands-on training to schedule appointments with qualified prospects and delivers new profit opportunities by the end of the day. Created by Andrea Sittig-Rolf, President and Founder of Sittig, Inc., The Blitz Experience® programs have produced dramatic gains in sales leads, appointments, and resulting revenue. A Blitz Master® licensed provider training program is also available. For more information, see [www.sittiginc.com](http://www.sittiginc.com) .