

FOR IMMEDIATE RELEASE

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Redmond, WA– September 12, 2006 – Sittig Incorporated, a business specializing in activity based sales training programs, received national certification as a Women’s Business Enterprise by the ASTRA Women’s Business Alliance, a regional certifying partner of the Women’s Business Enterprise National Council (WBENC).

WBENC’s national standard of certification implemented by ASTRA Women’s Business Alliance is a meticulous process including an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women.

By including women-owned businesses among their vendors, corporations, and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

About Sittig Incorporated

Andrea Sittig-Rolf , Founder and CEO of Sittig Incorporated, has become known as The Blitz Master and leads The Blitz Experience®, an interactive sales training program bringing both structure and fun to new client prospecting.

Sittig-Rolf is the author of two compelling sales books entitled, “Business-to-Business Prospecting: Innovative Techniques to Get Your Foot in the Door with Any Prospect” and “The Seven Keys to Effective Business-to-Business Appointment Setting: Unlock Your Sales Potential” both published by Aspatore Books, Boston. Her books provide innovative step-by-step instructions for increasing client numbers, from defining an ideal client profile to delivering winning proposals, overcoming common objections and leaving effective voicemail messages that get a response, and are available on Amazon.com and at Barnes & Noble bookstores. She also contributes a bi-weekly column called “Sales Solutions” to the Puget Sound Business Journal and writes multiple monthly sales tips for SellingPower.com.

Sittig-Rolf is a seasoned sales executive having spent sixteen years as a team sales leader and entrepreneur. In 2002 Sittig-Rolf simultaneously began two enterprises, one Sittig, Inc., and another that provided entertainment by writing and performing song parodies for corporate events. Both companies met with success, but Sittig-Rolf has chosen to totally focus on Sittig, Inc. and The Blitz Experience®. To learn more about Sittig Incorporated, please visit www.sittiginc.com.

About WBENC

The Women's Business Enterprise National Council is the nation's largest third party certifier of businesses owned and operated by women in the United States. WBENC is a resource for the more than 700 US companies and government agencies that rely on WBENC's certification as an integral part of their supplier diversity programs.

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