

EASTSIDE BUSINESS



“Business-To-Business Prospecting” delivers priceless professional sales strategies

Monday, 27 February 2006

Business-to-Business Prospecting: Innovative Techniques to Get Your Foot in the Door with Any Prospect, a recent release from Aspatore Books, is a must-read for any professional looking to work smarter in the ever-challenging and hyper-competitive worlds of sales and marketing. Author, Andrea Sittig-Rolf, sales strategist and workshop facilitator, has created this unique learning tool. *Business-to-Business Prospecting* offers concrete, step-by-step advice on how salespeople, marketing professionals, and business owners can successfully promote their businesses, their products, and themselves; and attract better-qualified clients, faster and more easily.

In *Business-to-Business Prospecting*, Sittig-Rolf, shares her personal selling techniques that teach the reader how to create an ideal client profile, build a network of professional contacts, and understand the power of cold calling. She takes the reader systematically through the steps of creating powerful proposals and building strategic alliances, and shows how to build case studies that, in turn, become powerful selling tools. *Business-to-Business Prospecting* builds a compelling case, showing how these disciplines, if applied correctly, can dramatically improve the career of the professional salesperson. For anyone in commission sales, this book could pay for itself a hundred-fold, even after reading only the first chapter.

In *Business-to-Business Prospecting*, Sittig-Rolf shares tips and strategies that have propelled her through a profitable career in sales and into her own successful sales training business. Demand for her easy-to-understand and easy-to-implement sales training principles have her crisscrossing North America as a highly sought-after workshop leader and sales training guru.

Business-to-Business Prospecting: Innovative Techniques to Get Your Foot in the Door with Any Prospect is endorsed by Brian Tracy, author of over twenty-five top selling business books. *Business-to-Business Prospecting* is available through Amazon.com, Barnes & Noble, and at the Sittig Inc. website, www.sittiginc.com.