




July Sales & Marketing Roundtable

When? **Event Starts:** 7/21/2005 07:30 AM PST **Event Ends:** 7/21/2005 09:00 AM PST

Price? **Members:** \$0.00 / per
Non-Members: \$20.00 / per
Display Table (Members Only): \$25.00 / per

Where? Hawthorn Suites
6329 S. 212th Street
Kent, WA 98032  Map

Phone: (253)854-1770

Notes:

Compelling Case Studies

Andrea Sittig-Rolf, Sittig Northwest, Inc.

You have satisfied customers – why not get more with compelling case studies? Andrea Sittig-Rolf will tell you how to create case studies using the key factors that drive most buying decisions at this month's Sales & Marketing Roundtable, July 21 at Hawthorn Suites.

Andrea is founder and president of Sittig Northwest, Inc., www.sittignw.com, a sales training and consulting firm and is the developer of The Blitz Experience™ an activity-based sales training program to increase the effectiveness of telephone prospecting.

Andrea is the author of a compelling sales book called *Business to Business Prospecting: Innovative Techniques to Get Your Foot in the Door with any Prospect*, (Aspatore Books, 2005) endorsed by Brian Tracy, Skip Miller, Steve Farber and Ronald J. Walsh. She is also the creator of the column entitled *Sales Solutions* featured biweekly in The Puget Sound Business Journal, and contributor of 10 articles a month to SellingPower.com's One Minute Tip, featured daily on the SellingPower.com website.