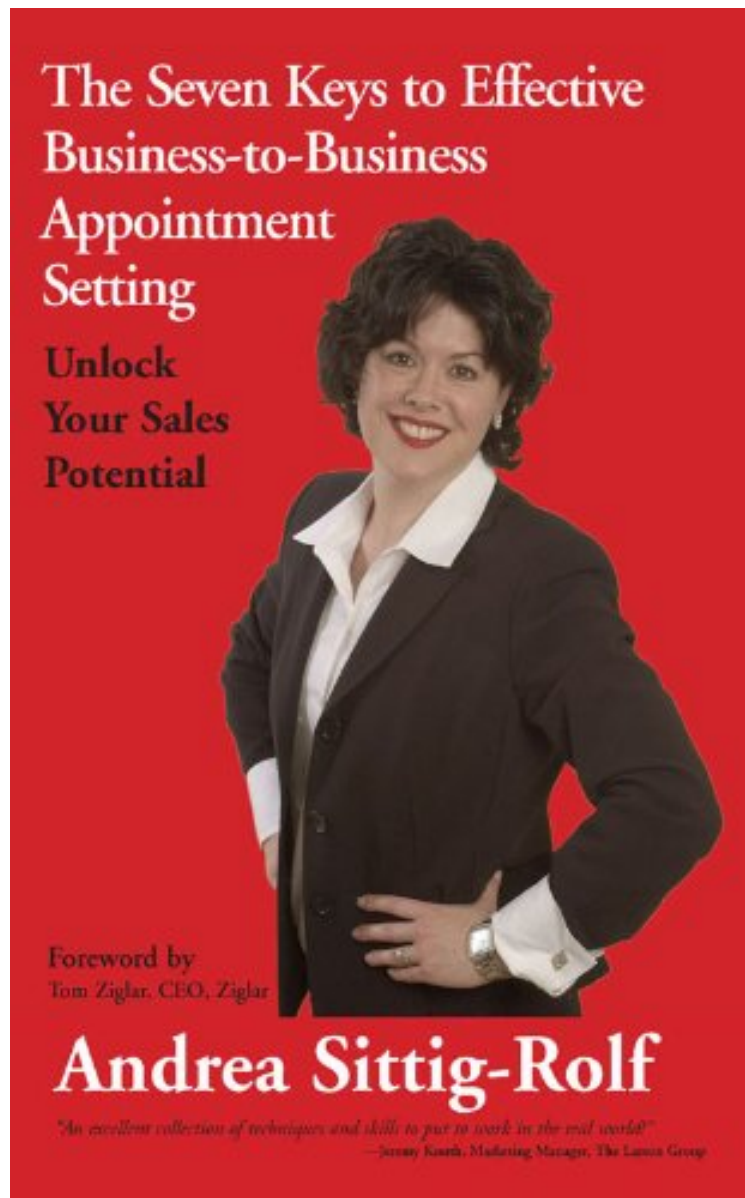


(Ebook free) The Seven Keys to Effective Business-to-Business Appointment Setting: Unlock Your Sales Potential

The Seven Keys to Effective Business-to-Business Appointment Setting: Unlock Your Sales Potential

Andrea Sittig-Rolf

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The Seven Keys to Effective Business-to-Business Appointment Setting is a unique compilation of tactical appointment setting techniques that have been proven effective for sales professionals in the business-to-business sales industry. Time and time again these techniques have helped thousands of salespeople schedule appointments with qualified prospects leading to millions of dollars in sales. Over her sixteen year career, Andrea Sittig-Rolf has recruited, led, and trained business-to-business sales teams to sell millions of dollars worth of products and services. Her first book, Business-to-Business Prospecting: Innovative Techniques to Get Your Foot In the Door with Any Prospect, detailed actionable ideas to help salespeople start the selling process with new prospects. In her second book Andrea Sittig-Rolf explains: 1) Successful methods to prepare for scheduling qualified appointments; 2) Leveraging voicemail and e-mail as powerful appointment setting tools; 3) The "Aha" Formula and its use in overcoming common objections; 4) The metrics of sales, and doing the numbers for consistent sales results. About the Author: Andrea Sittig-Rolf is a sales trainer, public speaker, sales strategist, and founder of Sittig Incorporated. She is also the creator of The Blitz Experience™, an activity-based learning and development program that helps salespeople become more effective when scheduling appointments with qualified prospects over the phone. By practicing these appointment setting techniques the day of the training, salespeople gain a pipeline full of new opportunities at the end of the day! She has held a variety of sales and sales management positions throughout her career. For the past sixteen years she has worked with numerous organizations and sales professionals, helping them develop and practice the skills and strategies necessary to succeed in today's highly competitive sales game. Visit her website at www.sittiginc.com.

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