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**FOR MORE INFORMATION:
DENNIS NOLAND 206-622-8011**

A Real Sparkplug Ignites Sales Teams

SEATTLE – Horns toot, people shout, chocolate bars fly...but the occasion is not a celebration or just for fun; The Blitz Experience™ is serious business, and one woman leads this new program, igniting sales for her clientele.

Companies, such as Washington Mutual Bank, Microsoft, and PEMCO Insurance, experience immediate and dramatic increases in sales when a sparkplug named Andrea Sittig-Rolf conducts her one-day lead generation training event called The Blitz Experience™. This unconventional and high-powered event works so well that major corporate clients have Sittig-Rolf crisscrossing the country, performing her magic and inspiring their sales teams with her high energy; giving their teams easy-to-implement tools that produce results everyday.

Sittig-Rolf developed and launched The Blitz Experience™. This daylong program creates an energized team atmosphere, turning sales prospecting into friendly competition. Hourly prizes are awarded to team members as they review what's working and share their successful lead generation techniques. A successful lead generation allows members to literally "toot their horns." During the "cold calling techniques quiz," correct answers result in chocolate bars flying around the room. A cash prize of one hundred dollars is awarded at the end of the day for the most appointments or qualified leads.

Commission sales people like The Blitz Experience™, because they are actually working, prospecting for new clients while participating in this learning laboratory. "The program definitely makes a difference; sales to new client contacts, initiated during the training class, are easily tracked," says Sittig-Rolf.

Sittig-Rolf has become known as The Blitz Master and leads this interactive program bringing both structure and fun to new client prospecting. Whether it's cold calling,

referral marketing, increasing sales to existing customers, or building strategic alliances, Sittig-Rolf conducts Blitz programs that positively impact the bottom-line.

About Sittig, Inc.

Andrea Sittig-Rolf is the founder and president of Sittig, Inc. a sales training and consulting organization based in Redmond, Wash. She is the developer and exclusive provider of The Blitz Experience™, an activity-based sales training program designed to help salespeople become more effective when prospecting over the phone. Her sales training program is unique because it requires salespeople to practice what they learn the day of the training on real prospects, resulting in new business opportunities.

Sittig-Rolf recently authored a book, “Business-to-Business Prospecting.” Her book provides innovative step-by-step instructions for increasing client numbers, from defining your ideal client profile to delivering winning proposals. 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 fourteen 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™. For more information about Sittig, Inc. please visit www.sittiginc.com .

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