

BlitzMasters

# Formula for Success

Strong Focus + Motivation + Measurable Results = Fast R.O.I.

All BlitzMasters programs are based on Andrea Sittig-Rolf's book *The Seven Keys to Effective B2B Appointment Setting* and include learning and practicing the following techniques on real prospects to build a pipeline of new opportunities in just one day:

- Navigating past gatekeepers to find decision makers
- Overcoming objections to set appointments
- Leaving voicemails that get returned
- Setting appointments to start the sales process



## The Blitz Experience®

The perfect sales tool to launch a product, enter a new market, promote an event, or simply maintain consistent sales growth. The Blitz Experience is a fun and productive way to add structure to the necessary, but often dreaded, task of prospecting for new business.

### • Cold Call Blitz

Empowers and motivates your team to make outbound cold calls.

### • Referral Blitz

Promotes referral marketing and relationship leveraging techniques.

### • Cross-Selling Blitz

Promotes cross-selling and up-selling techniques to sell additional products and services to the same customers.

### • Channel Partner Blitz

Empowers channel partner salespeople to promote a vendor-specific solution.

## Tally Sheet - All Sessions

Team	Dialed	Decision Makers	Opportunity	Voice Mail	Returned VoiceMail	N
Team	432	54	39	10	7	1
DecisionMakers/Dialed	13 %					
Opportunities/Dials	9 %					
Opportunities/DecisionMakers	72 %					
Opportunities/VoiceMails	7 %					
Opportunities/DecisionMakers	22 %					

## Blitz 2.0™

Designed with smaller teams in mind, Blitz 2.0 is delivered virtually over the web. It is a half-day program and can include remote participants from multiple locations.

## National Blitz

A fast way to launch campaigns and products across a channel through global partners, the National Blitz empowers channel-focused vendors to quickly penetrate the market to build pipeline with multiple partners simultaneously. The National Blitz is delivered virtually over the web.

## Measurable Results

Clients such as Hewlett-Packard, Avaya, Office Depot, Symantec, VMware, and Ziglar have discovered that BlitzMasters Blitz programs are a cost-effective sales tool for driving revenue and profitability. But what they like best are the measurable results at the end of the day!

*"We've had great feedback from our partners on The Blitz Experience demand generation program. We are seeing solid ROI and revenue results. I'm a big fan of this program!"*

- Frank Rauch  
VP Enterprise Servers, Storage, and Networking Channel Sales  
Hewlett-Packard

## Blitz Technology Tools

BlitzMasters Blitz Technology Tools™ empower you to easily track results from your Blitz days, while offering real time visibility into sales team performance. As a part of any BlitzMasters program, you will receive access to our Blitz Technology Tools and in addition, at the end of each BlitzMasters program you will receive an Opportunities Report, a Blitz Team Comparison Report, and a Tally Sheet All Sessions Report. These detailed reports will help you understand your team's progress the day of the Blitz, as well as their progress over time as you continue to work with BlitzMasters to drive real results real fast for your team!



## The motivator behind the company

Andrea Sittig-Rolf, CSP, president and founder of BlitzMasters in 2002, helps sales organizations inspire change, maximize sales, and increase bottom line results.

Business savvy with a passion for people, she understands how to help salespeople be their best and has what it takes to inspire them. The author of 4 compelling business books, columnist for The Huffington Post, Sales Host for HP / Microsoft's "Coffee Coaching" channel on YouTube, and frequent guest of the media such as Fox News, MSNBC, CNBC, and Better TV, Andrea is in high demand as a speaker, sales trainer, and workshop leader.

**Contact BlitzMasters to schedule your program at**  
**206-769-4886 or**  
**info@blitzmasters.com or**  
**www.blitzmasters.com**

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*"Appointment setting for new account development is an essential skill that Andrea and her team have effectively simplified for my sales team. Her methodology is sound and the results are immediate with a positive impact on revenue generation."*

- Archie Dove, District Manager Business Development,  
OfficeMax