



Business Leadership Dedicated to Economic Vitality & Quality of Life

SPECIAL PROGRAMS

The Greater Seattle Chamber of Commerce is proud to introduce this new professional development series which will provide attendees with the opportunity to hear about timely topics generating buzz in the business community both locally, nationally and internationally. The topics of focus for each program will vary, broadening members understanding of a wide range of issues while strengthening member's professional toolboxes.

The first speaker of this exciting new professional development program features **Andrea Sittig-Rolf**, Puget Sound Business Journal columnist and author of the compelling sales book *"Business-to-Business Prospecting: Innovative Techniques to Get Your Foot in the Door with any Prospect."*

Sittig-Rolf's presentation, "Chocolate, it's Not Just for Breakfast Anymore - Sweet Bites of Innovative Sales Advice," will empower sales executives to create lasting results and success in their quest for developing new business.

The presentation will include:

- Advice on how to develop case studies and leverage existing customers to build new business
- Recommendations on how to create the Ideal Customer Profile in order to clean up the pipeline and focus on real opportunities
- Information on how to practice networking strategies that garner actual sales results

Andrea Sittig-Rolf is the founder and President of Sittig, Inc., a sales training and consulting organization based in Redmond, WA. Sittig-Rolf helps sales organizations inspire change, maximize sales, and increase bottom line results while addressing relevant sales and marketing trends.

The Greater Seattle Chamber of Commerce thanks **Dennis Noland** of Shiftpoint Strategies Media Relations for providing this special opportunity.