



**The Three Rivers Entrepreneur Network presents**  
**Creating Your Ideal Client Profile: Cleaning Up the Sales Pipeline and Focusing on Real Opportunities**



**Tuesday, July 19, 2005**

7:15 - 8:30 am

~ Includes continental breakfast ~

[Richland Community Center](#)

500 Amon Park Drive

Richland, WA

**Special Seminar for PNNL Staff**

Hosted by PNNL's [Economic Development Office](#)  
and [Industrial Business Collaboration Office](#)

**Tuesday, July 19, 2005**

**10 to 11:30 am** (presentation: 10-11 am; Q&A: 11-11:30 am)

EMSL Auditorium



[Presentation slides](#) (July 19, 2005, Richland, WA)



Article: [Creating the Ideal Client Profile](#) (*Puget Sound Business Journal*, January 2005)

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**Do you have a lot of sales leads in the pipeline, but not as many results as you'd expected at the end of the day?**

What if you could predict which business prospects would turn into customers? Then you could focus on the more productive ones, while making better use of your time and your company's resources.

At this free seminar, noted author and columnist Andrea Sittig-Rolf describes how you can use a sales tool—the Ideal Client Profile—to assess a prospect's likelihood of becoming a customer ... and then use that information to increase business opportunities. She'll also give tips on landing customers, as a sneak preview from her new book, [Business to Business Prospecting: Innovative Techniques to Get Your Foot in the Door with any Prospect](#).

## What You'll Learn

- Why it's important to create an Ideal Client Profile
- How to create your Ideal Client Profile
- How and why to involve your business customers when creating your Ideal Client Profile
- How to clean up the sales pipeline and begin focusing on real opportunities
- How to use the Ideal Client Profile to qualify and move business prospects through the "sales funnel"
- How to use the Ideal Client Profile to develop vertical markets and strategic alliances
- How and why to use your Ideal Client Profile when networking for referrals

## Who Should Attend

- Sales and marketing professionals involved with B2B sales (not direct consumer sales)
- Entrepreneurs who oversee salespeople or are responsible for sales
- Sales trainers
- Business developers
- Account managers
- Business advisors
- For PNNL: Any staff member who sells projects, including:
  - Product line and relationship managers
  - Commercialization and business analysis staff
  - Program managers and technical group leaders
  - Individual scientists, engineers, and inventors
  - Marketing communication staff

## About the Speaker

Ms. Sittig-Rolf is the founder and President of [Sittig Northwest, Inc.](#), a sales training and consulting organization based in Redmond, Washington. She helps sales organizations inspire change, maximize sales, and increase bottom-line results. A successful entrepreneur, author, and sales trainer, Ms. Sittig-Rolf is in high demand as a speaker and workshop leader. She is the author of [\*Business to Business Prospecting: Innovative Techniques to Get Your Foot in the Door with any Prospect\*](#) (Aspatore Books, August 2005). She created the column entitled [\*Sales Solutions\*](#), featured biweekly in the *Puget Sound Business Journal*, and contributes 10 articles monthly to SellingPower.com's One Minute Tip, featured daily on the [SellingPower.com](#) website. Ms. Sittig-Rolf is also 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.