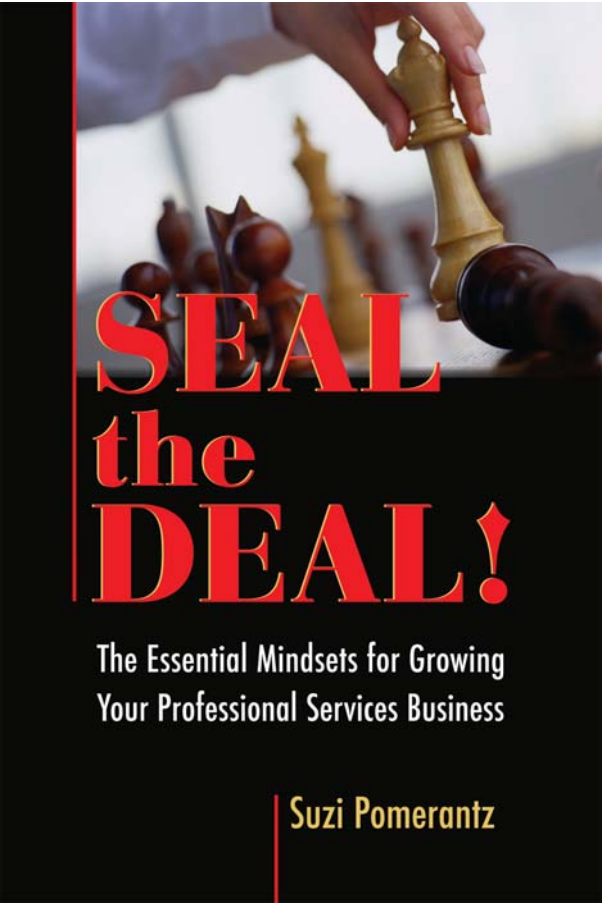


Press Kit

*Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business*



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## Seal the Deal One-Sheet

### ***Seal the Deal***

*The Essential Mindsets for Growing  
Your Professional Services Business*

By  
Suzi Pomerantz, MT, MCC



 **HRD PRESS**

If you are a coach, consultant, or solopreneur who is great at what you do, but who has also been struggling with how to grow your valuable service business, we invite you to step behind the success curtain to learn the insider growth secrets that will get you booking clients and breathing easy.

***Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business*** (HRD Press, \$24.95), demystifies how successful coaches make money while making a difference. The innovative, 10-Step Seal the Deal system reveals how to integrate the critical trinity of networking, marketing and sales to find and land the ideal clients who need your genius.

\$24.95 Hardcover  
ISBN 0-87425-934-7  
6" x 9" ~ 335 pages

Publication Date: November, 2006 Business Development

For more information and to order, visit  
<https://suzipomerantz.com/downloads/seal-the-deal/>

## Book Reviews

### Praise for *Seal the Deal*

"Seal the Deal is a cogent, coherent and comprehensive approach to business development. Don't miss it!"

**Ken Blanchard**, Co-author *The One Minute Manager* and *Leading at a Higher Level*

"Many great coaches and consultants have the dedication, education and experience needed to help others. They are just missing *clients!* *Seal the Deal* shows you how to solve this problem and helps you turn great *talent* into a great *business*. This is an important book!"

**Marshall Goldsmith**, America's pre-eminent executive coach, is acclaimed as one of the most influential practitioners in the history of leadership development. Goldsmith is recognized as one of the 50 great thinkers and leaders of the last century. He has authored 22 books on leadership.

"*Seal the Deal*, more than a traditional book, is a series of powerful coaching sessions dealing with a big breakdown that many excellent coaches and consultants face today: they don't know how to sell their services to organizations. Suzi Pomerantz not only knows, she can also coach us so we can learn that critical ability."

**Julio Olalla**, President, Newfield Network, Inc. *Julio is considered one of the founding fathers of coaching.*

"I've experienced the system personally and can say that the "Seal The Deal Formula" belongs in any professional's chemistry kit."

**Mike Jay**, Author of *CPR for the Soul* and CEO, B-Coach Systems

"With *Seal the Deal*, Suzi Pomerantz masterfully guides new and experienced professionals alike to grow their business to the next level. Suzi reminds us that selling is not about being inauthentic, it's about clear, honest communication and cultivating win-win relationships."

**Karlin Sloan**, Author of *Smarter, Faster, Better; Strategies for Effective, Enduring, and Fulfilled Leadership*

"*Seal the Deal* is packed with worksheets, templates, personal action plans and homework action steps — just what anyone who sells services or ideas needs to build or transform a successful business."

**Agnes Mura**, MA MCC, Founder of PCMA and Author of *Ten Themes and Variations for Postmodern Leaders and Their Coaches*

"If there ever were an Oscar given for "Super Coach," Suzi Pomerantz would be my nominee. Her book, *Seal the Deal*, is a masterful production and destined to become a classic for any executive or personal coach. Not only is the networking, marketing and sales content of the book superb, but also watching

her coaching technique throughout the book adds incredible value to any coach practitioner. Two thumbs up on this one."

**Steve Gladis**, PhD, former Professor and Associate Dean/Director at the University of Virginia, Author of 11 books including *Survival Writing for Business* and *The Manager's Pocket Guide to Public Presentations*.

"Over the years I've discovered that you can have the best products and services in the world, but if you don't have a plan and tools for building your business with your key clients and referral systems, you will remain an unknown commodity. *Seal the Deal* demystifies networking, marketing and sales – and most of all will boost your confidence to go after the clients you really want to work with. *Seal the Deal* is destined to be a classic – it's what everyone needs to build a successful business."

**Judith E. Glaser**, CEO Benchmark Communications, Inc. and Author of two best selling business books - *Creating We* and *The DNA of Leadership*

"In reading Suzi Pomerantz' book I feel like I am participating in a Master Mind group or in one of her teleclasses – and I'm the center of attention. Everything that Suzi has to say about networking, marketing and sales relates directly to me and my life as a coach and consultant. I also learned quite a bit about how to get out of my own way – I wish I had her book 40 years ago when I first began consulting and coaching!"

**William H. Bergquist**, PhD, President of the Professional School of Psychology, Author of 42 books, including *Executive Coaching: An Appreciative Approach*.

"This book is structured brilliantly -- you have a chance to "eavesdrop" on an actual telecourse, on the *Seal the Deal* approach, where actual participants voice their questions, anxieties, and insights. It puts the reader right in the learning experience. *Seal the Deal* is very readable with a professional yet conversational tone. And you're never in doubt that Suzi knows what she's talking about!"

**Mary Beth O'Neill**, author, *Executive Coaching with Backbone and Heart*

"Have you ever wanted to "eavesdrop" on a highly successful coach who is sharing words of wisdom? Well, in *Seal the Deal*, you get to do just that when you follow the conversations between Suzi Pomerantz and several of her coaching colleagues. I've known Suzi for many years and she has never failed to amaze me with her intelligence and skills as a coach. This time she graciously shares her knowledge, experience and best practices as she helps professional services providers to sidestep the pitfalls and mistakes most beginners (and even seasoned practitioners) make in networking, marketing and selling their services. There's a wealth of information with strategies, tips, tools, powerful questions, checklists and even a 10 step plan to follow. It's all just waiting for you to implement. Am I a Raving Fan of Suzi and *Seal the Deal*? Absolutely!"

**Syl Leduc**, MEd, MPEC, Certified Executive Coach and Leadership Development Strategist, [www.TurningPointLeaders.com](http://www.TurningPointLeaders.com)

"Entrepreneurs looking for a way to differentiate themselves in an overcrowded marketplace have a new handbook, and it's needed by the many service professionals who soon realize that substantial industry expertise and impressive talent are simply not enough. In *Seal the Deal*, Suzi Pomerantz takes talented entrepreneurs behind the business-building curtain and gives them a six-figure formula for success. By teaching the reader how to use marketing, sales and networking in strategic concert, and how to weave individual success strategies into a comprehensive, proven success formula, *Seal the Deal* empowers entrepreneurs with a logical and manageable system for substantial growth."

**Jennifer Kalita**, *Entrepreneurial Consultant to the National Association of Baby Boomer Women and Author of The Home Office Parent.*

"I started my consulting/coaching company three years ago, after 20 years of quota-breaking sales and management for Fortune 100 companies like GE and McGraw-Hill. I have been in almost any sales situation that is possible and find myself awed by *Seal the Deal*. This book offers incredible real-life situations and the solutions we all need when we are selling our own services. Professionals of all kinds will greatly benefit by reading this book and applying the selling solutions. *Seal the Deal* will greatly increase your revenue through improved confidence. After reading it, I signed my first six-figure client!"

**Nancy McCarthy**, *President of DC Rainmakers*

"If you are a professional services provider, here is an offer you can't refuse. In her ten-step model for growing your business, Suzi Pomerantz shows you how to network, market and sell as a natural act — a game that you can play and win and have fun while you're doing it. Reading this book is like having Suzi as your personal sales coach, while you follow her roadmap and dramatically expand your business in a systematic and sustainable way. *Seal the Deal* is the real deal!"

**Don Arnoudse**, *Executive Coach and founder of The 2nd Half, coaches successful people who are reinventing themselves for a thrilling and fulfilling second half of life.*

"*Seal The Deal* is a great resource for new and experienced coaches, consultants and others! I found the straightforward approach that Pomerantz used to share her considerable wisdom and experience to be very effective. It can reduce the learning curve for anyone that wants to make a difference and make money. I highly recommend that others read her book and buy one for someone else that would benefit from it as well."

**Beverley Alridge Wright**, *President of Wright Choice Group*

"In *Seal the Deal*, Suzi Pomerantz takes the intimidating world of networking, marketing and sales and teaches simple, real-world, road-tested steps for how to integrate these key elements of business development into an actionable, sure-fire business development plan. Networking made fun, marketing made simple, and sales demystified... *Seal the Deal* is a winner! If you're looking to build a prosperous coaching practice while also making a difference in people's lives, you have to get this book!"

**Felice Wagner, Esq.**, *CEO, Sugarcrest Development Group*

" *Seal the Deal* is an excellent source for anyone in business. Suzi's powerful insights and practical tools will enable business people in organizations of all sizes. Whether you are inside a large organization and want to increase your visibility, a retiring executive about to launch your own consulting effort, or a sales executive wanting to unlock your best performance, you will find valuable ideas, tools, and methods in this book. For those newer to solopreneurship, Pomerantz' book is an integrated system that functions as a personal sales coach throughout a 10-week course. I'm hooked! I kept intending to just skim but I couldn't seem to skip any of it. Of the 14 books 'in progress' on my reading table, none has captured my attention like *Seal the Deal*! This is a 'must have' for anyone who wants to increase the effectiveness of his or her networking, marketing, and sales efforts."

**Angela Wagner**, CPCC, Executive Coach and top-performing executive, Accenture. Angela spearheaded internal coaching at Accenture and became the firm's first full time senior executive coach, founded Accenture's Coaching Community of Practice.

## **Suggested Interview Questions**

### **Suggested Interview Questions for author Suzi Pomerantz, MT, MCC**

Author of *Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business* (HRD Press, 2006), and the CEO of Innovative Leadership International, LLC

- ✓ You say that networking, marketing and sales are not enough. Why?
- ✓ What does it mean to “Seal the Deal?”
- ✓ What is the “critical trinity” and what real difference does it make in business?
- ✓ Why don’t businesses inherently do this? Is it difficult? Illogical? Not taught in business schools?
- ✓ Your book focuses on professional service providers. Why and how is their business growth different from other types of business owners?
- ✓ In an era where people are leaving Corporate America in droves for the freedom of entrepreneurship, how can a professional service provider compete?
- ✓ What would you say to the thousands of baby boomers who are taking retirement and putting their thirty years of corporate experience to work for them in their own consultancies? Does the Seal the Deal methodology change at all during this stage of the game, where retirement funds are more vulnerable?
- ✓ Can you give some examples of successful service providers who have seen measurable growth after using the critical trinity in concert?

## **Segment Suggestions**

While the 10-step strategic formula and “critical trinity” behind *Seal the Deal* can easily fill up a broadcast interview or full-length article, we understand that instead of covering just one book or featuring just one consultant, most media are looking for more comprehensive topics into which they can incorporate several components and points of view.

To that end, *Seal the Deal* can play a role in any of the following comprehensive topics:

### **Entrepreneurs Abounding**

The Internet has allowed entrepreneurs to multiply exponentially, without the need for expensive startup costs or costly overhead. How can new entrepreneurs differentiate themselves in an all-too-crowded marketplace? Assuming a level skill set, why do some entrepreneurs thrive, while others can barely survive?

### **Marketing Mistakes & What They Cost You**

Most solopreneurs understand that they need marketing to stay in business, but few understand what this means or what good marketing looks like. What are the top five marketing mistakes that solopreneurs make over and over again? What are the five best ways to boost your marketing? What is the essential marketing success mindset?

### **The Prodigal Entrepreneur**

Day after day, successful executives, attorneys and medical practitioners abandon their steel towers in the name of self-employment. What effect does it have on large corporations and big firms when executives leave to forge their own paths...only to return after a failed attempt at entrepreneurship?

### **I'm Good...But I'm Not *That* Good**

Many perfectly competent professional service providers play much smaller than they need to. They dream of taking their services into big corporations, but often stop before they ever get started. Why do people who have the vision and tenacity to take a chance on entrepreneurship suddenly lose their nerve when it comes to really growing their businesses? How do average entrepreneurs sell their services to the large companies and firms that can afford them?



## Biography

**Seal the Deal** author **Suzi Pomerantz, MT, MCC** is an international Master Certified Coach, performance consultant, facilitator, corporate trainer and author with over 15 years of coaching and teaching experience working with leaders and teams in over 115 organizations internationally, including 7 companies on the Fortune 100 list, 11 law firms, 6 corporate law departments, and 3 legal service providers. Suzi's strength lies in helping leaders and organizations find clarity within chaos.

Her clients include leaders and teams from Accenture, DuPont, Lockheed Martin, PriceWaterhouseCoopers, Tyco, General Motors, Sears, Welch's, Pfizer, American Express Financial Advisors, Freddie Mac and many others.

She has coaching experience in a wide range of industries including:

- *Consulting*
- *Financial Services*
- *Legal*
- *Manufacturing*
- *Hospitality*
- *Entrepreneurial Enterprises*

Suzi helps leaders to clarify their vision and exceed prior performance. She provides executive coaching, team coaching, and emerging leader coaching in organizations to assist executives and their teams with setting strategic direction for their organizations, managing talent, and developing leadership bench strength. She also develops leaders in teambuilding, sales, planning and conducting effective meetings, and facilitating change. She helps organizations develop and retain leadership capacity by coaching leaders in executive presence, presentation skills, personal power, communication, and vision work.

Suzi specializes in business development coaching in the relational intersection between sales, marketing, and networking. She helps leaders to demystify the sales process and implement a systematic process for business development.

Her coaching is credited with supporting:

- The development and growth of the nationally acclaimed DuPont Legal Model, which cut outside legal expenses by 48% producing bottom-line savings in excess of \$50 million.
- Strategic design and enhanced communication between the owners and partners of a professional services company and among the staff as well. Transformed the former command-control style of leadership of the company to a more collaborative, facilitative leadership model resulting

in enhanced partner communication, and improving employee and partner engagement by 89%.

- The leaders of a leadership development firm to articulate and achieve their vision and accomplish “that long-sought-after clarity” about the future growth of their business, which contributed to expanding into two new target market segments while doubling their number of associates.

A recognized leader passionate about excellence and integrity in organizations and stewardship of the profession of coaching, Suzi has presented as well as participated for 7 years at the International Executive Coaching Summit, an invitation-only annual gathering of senior executive coaching experts, and taught executive coaches at the Executive Coach Academy. She has also delivered guest lectures at George Washington University, Loyola University, and the University of Virginia. She served on both the Executive Coaching Committee and the Application Review Committee of the International Coach Federation and served on the International Executive Coaching Summit Planning team for three years.

Suzi is a founding member of the International Journal of Coaching in Organizations (IJCO) and currently serves a second term on the editorial board. She is also a founding member, Vice President, and founding board member of the International Consortium for Coaching in Organizations (ICCO), and currently serves her second term on that board as well. In addition, she was the founding Vice President of POWER, a non-profit organization that provides trainers and consultants to charitable organizations.

Suzi holds a Bachelor of Arts degree from the University of Virginia and a Master's degree from the University of Virginia's Curry School of Education. Her honors include Kappa Delta Pi International Education Honor Society, Dean's List, and Lawn Resident (Thomas Jefferson's Academical Village). In addition to her academic achievements, Suzi is credited with ten publications about coaching and business development, including *Is Your Net Working?*, *Ethically Speaking: Ethics and the Executive Coach*, *Coaching Teams*, and *The Ten Keys to Building Your Coaching Business Beyond the Next Level* as well as two books, including *Seal the Deal: The Essential Mindsets For Growing Your Professional Services Business* (HRD Press, 2006).

Beginning in 2007, Suzi will provide executive coaching services to the internationally ranked Darden School of Business at the University of Virginia. The business school will integrate coaching services into its MBA for Executives Program.