

## **NEWS RELEASE**

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Media Contact: Jennifer Kalita at (301) 312-9949 or  
[jennifer@thekalitagroup.com](mailto:jennifer@thekalitagroup.com)

Author Contact: Suzi Pomerantz at (301) 601-1525 or  
[suzi@sealthedealbook.com](mailto:suzi@sealthedealbook.com)

### **DC-AREA AUTHOR & EXECUTIVE COACH TO RELEASE NEW BOOK**

~ Explores Why Marketing, Sales & Networking Don't Work ~

Washington, DC – There are a lot of books out there. Hundreds on networking. Thousands on marketing. Tens of thousands on sales. But these individual activities won't grow, or even sustain, most professional service businesses.

No book to date has revealed the results behind bringing these three important business-builders together in a critical business trinity until *Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business* (HRD Press, \$24.95).

In *Seal the Deal*, local executive coach Suzi Pomerantz demystifies how successful coaches, consultants and other professional service providers make money while making a difference with her 10-Step *Seal the Deal* system. The principles she puts forth illustrate how to integrate the critical trinity of networking, marketing and sales to find and land ideal clients.

“Professional service entrepreneurs, who wear a lot of hats to begin with, typically attempt a sales initiative one month, networking the next month, and maybe marketing the following quarter,” says Pomerantz. “To differentiate and really grow a business, these entrepreneurs must understand that these activities only activate results when they are used in harmonious concert.”

The book is available for purchase through the publisher, HRD Press, at [www.sealthedealbook.com](http://www.sealthedealbook.com). It will be posted on Amazon.com in the coming weeks.

**Suzi Pomerantz** is an executive coach, professional speaker, and author of *Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business* (HRD Press, \$24.95). A Master Certified Coach, Pomerantz is the CEO of Innovative Leadership International LLC, an executive coaching firm, and she has been coaching executives for 13 years in more than 115 organizations worldwide. She lives near Washington, DC. Learn more at [www.sealthedealbook.com](http://www.sealthedealbook.com).

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