

## **NEWS RELEASE**

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### **NEW BOOK BY DC-AREA AUTHOR & EXECUTIVE COACH NOW AVAILABLE ON AMAZON**

~ 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), and the book is now available through Amazon.com.

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 have reported back that understanding how to use sales, networking and marketing in concert has changed their thinking as well as the bottom line,” says Pomerantz. “I could not be more pleased that this message will now reach readers everywhere through the powerful vehicle that is Amazon.com.”

**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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