

## **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 SPEAK AT ANNUAL INTERNATIONAL COACH FEDERATION CONFERENCE**

~ Presentation Focused on Demystifying Networking, Marketing & Sales ~

Washington, DC – Out of several hundred proposals, local author and executive coach Suzi Pomerantz was chosen as one of only 40 speakers for the upcoming annual International Coach Federation conference in St. Louis, Missouri from November 1-4, 2006.

During her presentation, entitled *Seal the Deal: Critical Conversations to Demystify Networking, Marketing & Sales*, Pomerantz will help the conference audience to understand how to grow their coaching businesses and utilize the “critical trinity” of networking, marketing and sales in concert for better business results.

“Sales is not a dirty word,” says Pomerantz, “but selling executive coaching services to corporations can be challenging. This often gets in the way of impressive coaches creating impressive growth.” This is one topic she’ll cover during this interactive talk on November 2<sup>nd</sup> at the conference.

This challenge is also covered in her new book, *Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business* (HRD Press, November, 2006). In *Seal the Deal*, 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.

**Suzi Pomerantz, MT., MCC** is an executive coach, professional speaker, and author of *Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business* (HRD Press, November, 2006). A Master Certified Coach, Pomerantz is the CEO of Innovative Leadership, 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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