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LET'S CLOSE A DEAL



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**Turn Contacts into Paying Customers for
Your Company, Product, Service or Cause**

CHRISTINE CLIFFORD

WILEY

Additional Praise for *Let's Close a Deal*

"Christine Clifford has obviously studied the art of the deal—her approach to deal-making is the 'real deal!'"

—**Monty Hall, host of television's "Let's Make a Deal"**¹¹

"Just because you have a brilliant idea, valuable venture, or beneficial product/service—doesn't mean it will succeed. You must be able to close the deal and get a 'yes' from customers and decision makers. This intriguing, useful book shows how."

—**Sam Horn, Author of *POP!* and *THE EYEBROW TEST***

"*Let's Close a Deal* is a treasure trove of practical ideas to help you create brand-new sales and delight clients with surprisingly little effort. I love Christine Clifford's triple-win approach to selling."

—**Graham McGregor, President of TWOMAC Consulting, Ltd;
Creator of *The Unfair Business Advantage Report***

"Christine Clifford has demystified the concept of deal making, while providing a step-by-step framework that any aspiring entrepreneur, regardless of their product or service, can use to take their business to a whole new level. *Let's Close a Deal* not only contains a host of very smart and practical information, it is also highly inspirational. This is a great book."

—**Andrew Griffiths, Australia's #1 Small Business Author**

"At a time when 'business ethics' seems to have become an oxymoron, Christine Clifford shares valuable insights on how salespeople can be successful and also principled. As she puts it in elegantly simple terms, 'It is never okay to close a deal that is only self-serving.' I highly recommend this book."

—**Chris Lowney, author of *Heroic Leadership:
Best Practices from a 450-Year Old Company
That Changed the World* and *Heroic Living: Discover
Your Purpose and Change the World***

“I started reading *Let's Close a Deal* because I read everything that Christine Clifford writes, but I finished reading it because everything she says is so on-target for my own business and for the organizations we work with. This is much more than a book about closing deals—it's a handbook of priceless advice for building relationships and building a successful business. Anyone who is in sales—and that's all of us in one way or another—can benefit from the wisdom, insights, and humor that Christine weaves into this wonderful book.”

—**Joe Tye, CEO of Values Coach Inc.**
and author of *All Hands on Deck:*
8 Essential Lessons for Building
a Culture of Ownership

“Christine Clifford proves that selling is never about closing. It's always something we forgot or neglected to do earlier in the sales process. She peppers her narrative with engaging and ‘wow’ stories. Build relationships, don't take ‘no’ for an answer, engage your creativity, and ask for referrals—powerful reminders for all salespeople.”

—**Joanne S. Black, author of**
***No More Cold Calling*TM**

“What a fantastic job Christine Clifford has done with *Let's Close a Deal*! It is an incredibly inspiring read and jam-packed full of easy-to-understand, practical information which anyone can implement to enjoy increased sales, increased profits and increased fun. *Let's Close a Deal* is an absolute must-have!”

—**Paul Vujnovich, entrepreneur**
and founder of FindMyRealEstateAgent.co.nz

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GIFT OF THE ASIA FOUNDATION
NOT FOR RE-SALE

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*In memory of Jack Lindstrom,
a partner extraordinaire with whom
I closed one of the biggest deals of my life:
his friendship.*

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