

CHRISTINE CLIFFORD BECKWITH

INDUSTRY LEADING SALES PERSON, BEST-SELLING
AUTHOR AND PARTNER IN BECKWITH PARTNERS

“CHRISTINE Clifford persuaded me to review her manuscript; I rarely do that. She convinced me to discuss her book over lunch; I *never* do that. Reflecting on those events, I realized she has a gift: she can sell anything to anyone.

I wasn't surprised to learn that at a time when \$200,000 in net commission earnings made someone a sales star, Christine netted over \$1 million annually. Her sales experience and her ability to relate to people made me decide that for my fourth book, I needed her insights. She didn't have to sell me on that. She already had. It also led me to ask her to join my firm, be the only other person to offer my presentations and, as you might have guessed, marry me. So that was quite a chance meeting.” —Harry Beckwith

✦ CERTIFIED SPEAKING PROFESSIONAL, 2002-present

- ~ Award is conferred on fewer than 7% of all members in the National Speaker's Association
- ~ Monthly columnist, *Professional Speaker* magazine
- ~ Over 450 speeches worldwide since 1996.
- ~ Dean of School of Product Innovation, Cancun University, 2005

“Christine swooped in like a Texas tornado and turned my business upside down! She was just the motivation I needed to help me make changes, implement them and see them through to fruition. I cannot say enough about how she has affected my life.”

—Larry Gatlin
Grammy-Award Winning Singer, Songwriter, Businessman

“An extraordinary job!”

—Sheri Benefeld
Training Specialist, Nexstar, Inc.

“A fantastic presentation. We received tremendous feedback, and she's a joy to work with!”

—Kathie Pugaczewski, CAE
Marketing & Education Director
Midwest Society of Association Executives



✦ INDUSTRY-LEADING SALESPERSON, 1988-1998

- ~ Closed largest deal in the history of the retail services industry, \$35 million, in 1994
- ~ Earned over \$1 million annually in net commissions
- ~ Promoted to senior executive vice president at age 37
- ~ Founder and President, The Cancer Club, the world's largest producer of helpful and humorous gifts for people and families with cancer
- ~ Raised over \$1 million for cancer research in four years

✦ CITED and INTERVIEWED regularly in media including

- ~ CNN, *MORE*, *Self*, *Worthwhile*,
Better Homes & Gardens, *Golf Digest*

✦ AUTHOR of international best-selling books

- ~ *Not Now, I'm Having a No Hair Day* (1996)
- ~ *Cancer Has Its Privileges* (2002)
- ~ *Your Guardian Angel's Gift* (2005)
- ~ *YOU. The Art and Science of Selling Yourself* (Warner Books: 2006)



TOPICS

- * Selling: Selling the Invisible
- * Selling: YOU. The Art and Science of Selling Yourself
- * Marketing Services and Intangibles: The Invisible Touch
- * Client Service and Relationship-Building: What Clients Love
- * Business Development for Professional Services

FORMATS

- * Keynotes
- * Half and full-day workshops
- * Breakouts
- * National tours
- * Book signings
- * Media appearances

"The highlight of our year!"

—Bill Baker, Advisor
Inventors Network

"The attendees went out of their way to tell me how much they learned and how much they enjoyed Christine's presentation. We *definitely* will have her back next year."

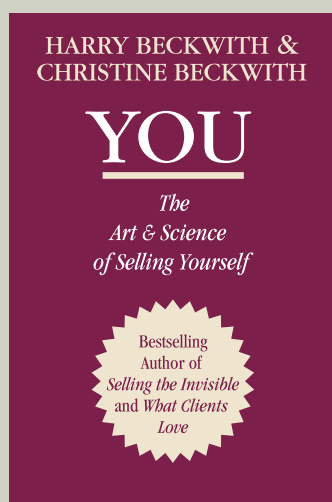
—Terry Niles, President
Gage Marketing Services

"Professional, attentive, and compassionate. I *highly* recommend her."

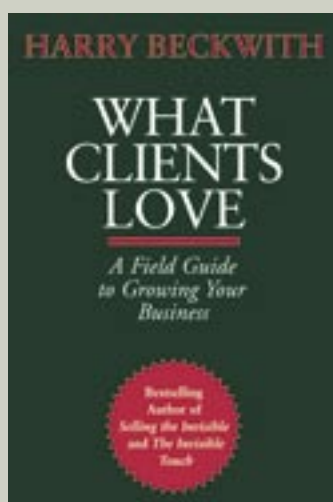
—Rena Newport
Regional Director, Great Clips, Inc.

"Her ability to find a better way to sell or market a product is extraordinary. Every corporation or association should spend an hour or two, minimum, with Christine."

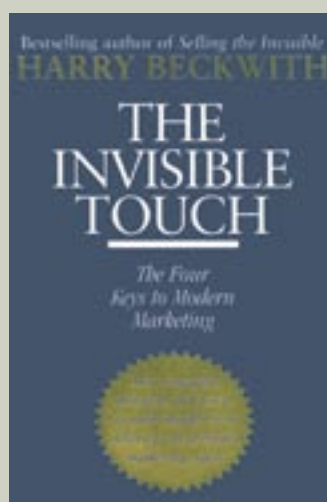
—Chuck Smith
Senior Merchandise Manager, Kmart



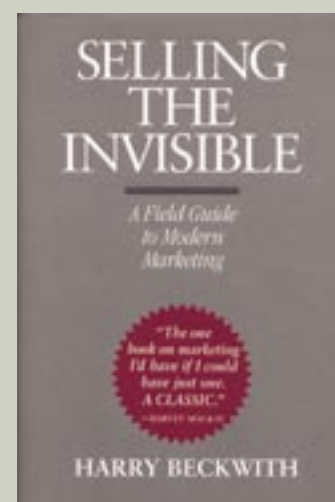
Due December 2006 from Warner Books.



Business Week best-seller.
"Amazing and important."
—Miami Herald



Business Week best-seller.
"Another treasury of great insights."
—Amazon review



New York Times and *Business Week* best-seller. "The one book on marketing I'd have if I could have only one. A classic."
—Harvey Mackay

PARTIAL CLIENT LIST

Procter & Gamble Lucent Technologies Revlon Mattel Toys

Colgate-Palmolive GlaxoSmithKline Bristol-Meyers Squibb

Target K Mart Corporation Toys 'R Us 3M

Schering Laboratories Astra-Zeneca Pharmaceuticals

BOOKING INFORMATION

Beckwith Partners USA
612/305-4420
invisible@bitstream.net

Media kit, video, fee schedule and references available on request