



Her experience taught her how to market and sell products, services and herself. Now, Christine shares that message with others. Christine definitely cracked “the glass ceiling.” By 40, she was Senior Executive Vice President for The SPAR Group, an international merchandising and information services firm in New York.

As the top salesperson in the multi-billion dollar retail services industry for over eight years, Christine’s accounts included Kmart, Toys 'R' Us, Wal-Mart, AT&T, Mattel Toys, and Revlon. Taking her company from a million dollar per year loss to over \$54 million in sales, Christine signed the largest contract in the history of her industry with Procter & Gamble, doubling the size of her company overnight.

Diagnosed with breast cancer in December of '94, Christine went on to write eight award-winning, humorous portrayals of her story and her experiences. Christine’s newest book, Let’s Close a Deal! Turn Contacts into Paying Customers for Your Company, Product, Service or Cause will be released April, 2013 by Wiley & Sons.

YOU, Inc. The Art of Selling Yourself, released March, 2007 by Warner Books, was named a “Notable Book of 2007” by the American Booksellers Association. She is also a featured author in Masters of Sales (August, 2007).

Other books by Christine include Not Now...I'm Having A No Hair Day!, Our Family Has Cancer, Too!, Inspiring Breakthrough Secrets to Live Your Dreams, Cancer Has Its Privileges: Stories of Hope & Laughter, and Your Guardian Angel’s Gift. Christine’s newest books, released in 2011, are entitled Laugh ‘Til It Heals: Notes from the World’s Funniest Cancer Mailbox and The Clue Phone’s Ringing... It’s for You! Healing Humor for Women Divorcing.

In 1994, Christine faced a lif...

## Testimonials

“Christine, I really want to thank you attending our Club Siemens event in November. Your presentation was very well received by our customers, and many of them have since commented to me on how many great ideas they took away from our event based on your presentation. The advice that you offered was very consistent with the marketing initiatives we have been deploying with our Club Siemens members over the past few months. Thanks again for taking time out of your Thanksgiving weekend to spend with us.”

- Jeff Malpass, President & CEO, Siemens Hearing Instruments Inc.

“The feedback from Christine’s event was incredible! We stressed throughout the week the concepts of Pride, Passion, and Performance. Her speech hit on each and her style created a great atmosphere where learning was facilitated by laughing! I found her to be not only focused on meeting our needs, but also willing to go beyond the norm to understand who we are and what we’re about. Our paths will cross again!”

- Ethicon Endo-Surgery, a Johnson & Johnson Company.

### Christine Clifford

#### Speech Topics

- Women's Issues
- Sales
- Personal Growth
- Overcoming Adversity
- Negotiating
- Motivation



