



Christine Clifford, CSP

Spinning Ideas Into Action™



Her experience taught her how to market & sell products, services and herself. Now, she shares that message with others.

Christine Clifford has definitely cracked the "glass ceiling". At the age of 40, she was Senior Executive Vice President for SPAR Marketing Services and her industry's top sales producer for eight years. Taking her company from a million dollar per year loss to over \$54 million in sales, Christine was responsible for accounts with Target,

Kmart, Toys 'R Us, AT & T, and Revlon, among others. In 1994, she signed the largest contract in the history of her industry with Proctor & Gamble.

That same year, Christine faced a life-changing experience which lead her to start her own company. Today that organization is the world's largest producer of humorous and helpful products for people with cancer. Christine's philosophies and strategies for becoming your industry's leader are proven theories that have propelled her and the companies she's worked with to the top of their field. *Ideas, action, results....*

Christine is a victorious survivor, in business and in life, eagerly sharing her knowledge, and combining her wisdom, humor, insight and lifetime experiences. Christine guarantees that if you believe in yourself, your company, your product or your cause, anything is possible!

Christine is available for keynote addresses, seminars, break-out sessions, and workshops. Choose from lectures on sales, marketing, change, leadership, teamwork, media, networking and motivation. Christine addresses conventions, associations, expos, the corporate arena and all public and private sector organizations. She will happily provide interviews by phone or in person with the media in conjunction with your event.

Sample Topics

Perfect the Art of Professional Persuasion: Close Every Sale for Yourself, Your Company or Your Cause
Hear the Top Ten Secrets of successful selling from a top sales producer. Learn to position yourself for acceptance and results. Discover ways to get past "no". Professional persuasion is an art, and Christine is a master. Don't forget to ask!™

Become Your Industry Leader:

The True Positioning of the Totem Pole

Ever heard the expression "he started at the bottom of the totem pole"? Did you know that according to Indian legend, the character at the bottom represents the strength and leadership of the pole? Christine believes that you can rise to the top of your industry regardless of where you start in two years or less following her ten steps to success. Whether you are in management, sales, marketing or self-employed, Christine's secrets will inspire and motivate you to get going today!

Networking in a Nutshell:

Create Connections That Can Drive Your Business

Get squared away on the professional connections that can propel your business toward guaranteed success. Christine believes in creating "customers for life". Whether from the bottom up, or the top down, Christine's methods of getting to the decision makers will leave your audience buzzing with excitement and waiting to get back into action. You never know who you might meet.

Inspiring Breakthrough Secrets to Live Your Dreams



One of North America's most inspiring authorities in personal and professional transformation reveals her secrets, insights, and strategies that will empower your organization to break through its limitations and live your dreams.

Together Everyone Achieves More (T.E.A.M.)

Together Everyone Achieves More. Christine believes it is the efforts of her co-workers and customers that help her achieve her successes. One hour to half-day programs on team building exercises that will leave your audience energized for going back to work with their TEAM.

Professional Achievements

Member NSA, CSP



Less than 7% of the speakers who belong to the International Federation of Professional Speakers have earned their Certified Speaking Professional (CSP) designation. Established in 1980 by the National Speakers Association (NSA), the CSP is the speaking profession's international measure of professional platform skill.

Senior Executive Vice President

Christine was the top salesperson in the billion dollar merchandising and information services industry for eight years, leading her company's revenues from a million dollar loss to over \$51 million in sales. Christine was responsible for accounts such as Target, Walmart, Kmart, Toys 'R Us, Proctor & Gamble, AT & T, and Mattel Toys among others.

President & CEO

Christine has founded two corporations, Christine Clifford Enterprises® and The Cancer Club®, positioning herself as the world's leading authority and producer of gift items for people with cancer. Profitability from "day one" has been her key focus.

Founder Top Golf Tournament

Christine's inaugural event to raise money for research was the "single most successful first-year event" in the history of one of the country's oldest and largest institutions. In four years, Christine has raised over \$600,000 for her cause.

Author

All four of Christine's books, including *Inspiring Breakthrough Secrets to Live Your Dreams*, have been award-winning motivators, sources of inspiration, best sellers. She is currently working on *Perfect the Art of Professional Persuasion: Close Every Sale for Yourself, Your Company or Your Cause*.

Additional Topics

The Blessings of Misfortune:

Learn to Spin Straw Into Gold

Has your company lost an important client? Been downsized? Been touched by chronic illness? Learn the keys to overcoming adversity and turning misfortune into fortune.

Marketing with a Message:

Market Yourself Like Crazy

How do you market yourself or your great ideas? How do you get "them" to notice you? Learn to "market yourself like crazy" with Christine's proven techniques.

Niche in a Nutshell:

Create a Market Only You Can Fill

Create a uniqueness to your business that will give you a competitive edge. And start your clients saying, "I've just got to have him/her!" Christine's been there, done that...Let her show you how.

Use the Media to Gain Notoriety and Grow Your Business

Only the media has the ability to make you a star overnight. With over 1000 media appearances to her credit, Christine can help you learn how to a) grab the media's attention, b) where to start and c) what to do. Catch the media frenzy!

Prepare Your Products for Premium Profits

Have you created a product or service that can be sold to a larger corporation for use as a "premium" for their product line? Christine has a proven formula to define your market, select the right buyers, successfully close the sale. Take your products to the highest level.

Am I Out of Sick Days Yet?

Illness, especially chronic disease, wrecks havoc on employers and the people left back in the office trying to "fill the gaps". Christine helps corporations and their employees learn to deal with changes in the office, ways to offer support, and methods to deal with the challenges that occur when a valued employee becomes ill. No down time here!

Testimonials

"Christine Clifford 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. She will do the same thing for your company."

Larry Gatlin

Grammy-Award Winning Singer, Songwriter, Businessman

"Thank you for being a part of our Marketing Masters Academy. The insight for professional marketing that you brought to the program added a much needed dimension. I appreciate all the hard work and preparation that you put in to learning about our industry and the needs of our members. Christine, you do an extraordinary job of helping business owners see the possibilities that exist. Thank you for all of your help."

Sheri Bennefeld

Training Specialist, Contractors 2000

"Thank you so much for presenting the opening and closing keynotes for our 2002 Sales Kick Off. I have received excellent feedback on your presentations. Our attendees went out of their way to tell me how much they enjoyed you."

Terry Niles

President, GAGE Marketing Services

"Christine Clifford presented at a Great Clips meeting attended by salon owners and salon managers. She did an exceptional job. She was professional, attentive, and compassionate. She put things in perspective for the group. I highly recommend Christine Clifford and all that she has to share."

Renae Newport

Regional Director, Great Clips, Inc.

Booking Information

Please contact:

Complete media kit, video demo, fee schedule and references available on request. Continuing education credits available.