

Friday, February 5, 1999

These pages hold secrets to business success

Sacramento Business Journal - by [Gary Chazen](#) Staff Writer

Close the Deal: Smart Moves for Selling (by Sam Deep and Lyle Sussman, Perseus Books, \$13). Deep and Sussman, authors of the "Smart Moves" series, team up with the Sandler Sales Institute to offer 120 lists filled with strategic hints to make presentations sharp, keep audiences interested and reach outstanding deals. Among the topics covered are: "15 ways to warm up to cold calling," "Seven fears all buyers have," "Ten steps to determine your buyer's budget" and "Ten prescriptions for staying out of legal trouble."

Global Jumpstart: The Complete Resource for Expanding Small and Midsize Businesses (By Ruth Stanat and Chris West Perseus Books, \$25). Provides a strategic plan for determining whether a company is a viable candidate for expansion, and, if so, whether to export, establish alliances, start entirely new operations overseas or modify an existing product to fill a foreign niche.

Marketing for the Home-Based Business (By Jeff Davidson, Adams Media Corp., \$10.95). Features an expanded section on using new technologies to increase the reach of marketing efforts. The book outlines the use of sample telephone and voice-mail scripts and other marketing materials. It also includes useful tips on setting up an efficient home office.

Let's Go into Business Together: 8 Secrets to Successful Business Partnering (By Azriela Jaffe, Avon, \$12.50). Jaffe, founder of Anchored Dreams, a national consulting firm specializing in practical assistance for business partners, offers her eight secrets, with a chapter devoted to each: "Look before you leap, know yourself, know your partner, clarify your mission and vision, formalize your agreements, two heads can be better, safeguard against conflicts, and breaking up is hard to do." The last chapter offers a practical check list for terminating a partnership equitably.