So an instance for CLIQUE would be something like <G = <V, E>, k>, and an instance for CNFSAT would be something like C1 ⋀ C2 ⋀ C3, where C_i being a clause that contains literals. First, think of the clique of size k as a k-tuple. For each $u \in V$, for each $i = 1, \ldots, k$, let $x_{u,\, i} = 1$ if and only if the vertex u occupies position i in the k-tuple that's the clique. Now, for the $x_{u,\, i}$'s, there would exist a vertex v for each position i in the k-tuple, it means there exists at least k vertices that's in the clique. Now, let each $x_{u,\, i}$ that's equal to 1 be a clause of the instance for CNFSAT, it would satisfy if and only if CLIQUE satisfies. Because for $x_{u,\, i}$'s, they are only a clause when they equal to 1, hence the instance for CNFSAT would be 1 ⋀ 1 ⋀ … ⋀ 1, which is satisfied. And when there's no $x_{u,\, i} = 1$ for any i in the k-tuple, the CLIQUE isn't satisfied and CNFSAT isn't satisfied either, as 1 ⋀ 1 ⋀ 0 ⋀ … ⋀ 1 is not satisfied, hence CLIQUE $\leq_k$ CNFSAT.