

Introduction 1

JERRY CROCKFORD

Jerry Crockford is the **Managing Director** of **Crockford Carlisle** and he has more than 30 years experience in the field of sales and marketing.

Being born into a family of entrepreneurs, Jerry was exposed to business development basically from infancy. In fact, his formal introduction to sales and marketing began at the tender age of 19.

At the time, he worked as a radio announcer, a job that gave him his first taste of the process, which would later become his passion – writing powerful, compelling advertising copy.

After spending some years working in sales and sales management, Jerry met and teamed up with his wife, Sandy. Together they developed a direct selling business, which involved over 6000 distributors.

In his role as Marketing Manager for Queensland's largest regional shopping centre, Jerry gained first hand experience marketing a range of different products (e.g. food and fashion) through to more complex services.

In 1995, Jerry and Sandy started their own marketing company, Winning Business, which grew rapidly to become Crockford Carlisle – a dynamic advertising agency which produces persuasive marketing materials for clients throughout Australia (and as far away as Scotland and USA).

During Jerry's talk/seminar, you will hear hard-hitting, practical ideas, born out of personal experience, that will improve your marketing communications and help you to effectively reach your target audience.

Because Jerry has personally walked in your shoes, he talks your language. So, you can be sure that Jerry's session will be entertaining, interesting and relevant – with inspiration that you'll be able to draw on to make your business GROW!

Please turn over for an alternative introduction.

Call us for a second opinion BEFORE you print... and make your marketing work!

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Introduction 2

JERRY CROCKFORD

Having grown up in a ‘small business family’, today’s speaker, Jerry Crockford, has been involved in sales and marketing in one way or another almost since he was born.

Today, he will draw on his experience as a radio announcer, in shopping centre management, in the face-to-face environment of direct sales and in his role as **Managing Director** of persuasive marketing company, **Crockford Carlisle**, to give you his perspective on:

- a. Your role in your customer’s lives,
- b. How you can build stronger relationships with the people who use
YOUR COMPANY as a business development tool and
- c. How you can ‘sharpen your marketing saw’ to build on your success.

Jerry has a gift for demystifying sales and marketing. He is especially good at explaining things in plain everyday language. Most importantly, he has a strong commitment to giving you strategies and ideas you can put into use immediately in your business.

Now, please welcome Jerry Crockford, then settle back and enjoy what he is about to share with you about building on your success.

Call us to find out more about Jerry’s dynamic training workshops!

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