FOR PUBLICITY

Speaker biographies

Copy the length that fits your event listing. All three are written for publication in the third person.

50 WORDS

Mark Preston co-owns businesses where winning the next customer is his job. A former mechanic, he has worked in customer growth since 2001. In his talks and workshops, Mark puts people in the buyer's shoes to work out why an enquiry went quiet and what they could change next time.

100 WORDS

Mark Preston started out repairing cars and agricultural machinery. Today he co-owns businesses and still has to work out why one customer buys while another walks away. Since 2001, he has built a franchise network, helped independent optical practices attract patients and worked on winning broadband customers without buying ads. He is a Customer Growth Partner and the author of Connect Those Dots. In a talk, Mark gives the audience a buying decision to make. In a workshop, he takes an enquiry someone remembers and helps the room work out what the buyer needed and what to try next time.

200 WORDS

Mark Preston's first job was fixing cars and agricultural machinery. Before you started replacing parts, you had to find the fault. It is a habit he still relies on when someone tells him they need more customers.

In 2001, Mark taught himself to build websites. He built more than 120 and sold the enquiries they generated to local businesses. He sold that business to fund an agency. When the agency lost a major client in the recession, he had to close it. He went on to build a digital marketing franchise with more than 50 franchisees before selling it.

Today Mark co-owns businesses where he still has customers to win. At Olilo, that can mean understanding why someone who has spent hours setting up their broadband router wants to keep it. At Hakim Group, it meant following a patient from finding an optician to booking an appointment.

Mark is a Customer Growth Partner, speaker and author of Connect Those Dots. In his talks he asks people to make the buyer's decision for themselves. In workshops he starts with a sale somebody in the room thought they had won, then helps the team agree what to change before the next enquiry.