MARK PRESTON
Customer Growth Speaker



What makes a customer *choose you?*

Mark Preston is a former mechanic turned Customer Growth Partner, speaker and author. He created the Connect Those Dots Growth Framework®.

£1bn+ in revenue influenced organically over 25 years

Watch the showreel
2 minutes 28 seconds
Scan or click to play the film

In-person talks

Mark co-owns businesses where winning the next customer is his job. Delegates step into the buyer's shoes, spot where a sale can be lost and decide what to change first.

Choose slides or an interactive discussion for any talk.

How to Win the Customers Your Competitors Pay to Reach

At Olilo, Mark had to win broadband customers without buying ads. Delegates follow the buying decision and find one question their own business could answer better.

AI Mentioned Your Business. Who Got the Sale?

Your delegates play the buyer. They compare suppliers on an AI shortlist and decide whose price, offer and evidence earn the enquiry.

How Do You Stay Local at 500 Locations?

Trace a patient's route to a Hakim Group practice. Decide which decisions belong at head office and which need to stay local.

Interactive workshops

Half day
Bring one customer growth challenge. Leave with a first action and an owner.

Full day
Work through two or three linked challenges and build a 30-day plan.



"He had the whole audience fully engaged as he presented his interactive session."

Aaron Rudman-Hawkins, Founder, Search Oxford

What's your speaker budget?

A rough budget is fine. Let me know if it includes expenses.

Tell me about your event →

me@markapreston.com

My speaking fee is negotiable.

Tell me who'll be in the room and what you'd like them to take away. For workshops, we'll also discuss the time and preparation involved.

You cover all event expenses, including travel and accommodation. We'll agree the total before you book.