

Mark Fallon



Media Biography

CRESCO International

Mark is an enthusiastic trainer - consultant - facilitator. As learning never stops, he includes *personal* development themes in his training, to increase the *professional* development results.

He has 28 years experience in sales, business, planning-development and training. 18 years of this experience were gained in media-advertising in the UK and Australia, along with international media activities in NZ, Asia, USA and Europe.

Mark's media career began in London in 1980, as an Airtime Sales Negotiator with **ITV**. His Australian Sales Director encouraged Mark's desire for diverse media experience. In 1982, he sent Mark to Pakistan, to investigate the TV and radio industries there, to prepare for the launch of **Airtime International** to the UK's international advertisers.

Mark moved to Sydney in 1983 and switched to media planning-buying, to expand his advertising knowledge. He joined **Leo Burnett** as a TV Buyer. He later became a Media Group Supervisor with **Ogilvy & Mather** (where he won the 1986 David Ogilvy Award).

From 1986-1992 Mark developed **IMR**, Australia's largest international print media representation company. IMR promoted Australian corporations overseas, via major features and campaigns in major newspapers and magazines, such as *The New York Times*, *Forbes* and *Euromoney*.

In 1992, Mark helped Eric Faulkner to launch **Faulkner Media Measurement (FMM)**, to provide Australian TV advertisers with true media-buying performance comparisons.

In 1993 Mark joined **Fairfax**, as Features Manager on *The Sydney Morning Herald*. In 1994 he was Acting National Sales Manager of *Good Weekend*. In late 1994 Mark became National Sales Manager for *The Australian Financial Review Magazine*, which he and his team successfully re-launched in early 1995.

Mark briefly joined **Text Media**, as Publisher of *The Sydney Weekly* (which later became *The Northside Courier*). His final media sales role was at **POL Corporate Publications**, as National Advertising Manager for the Frequent Flyer magazine, *Travelling Life*.

In 1998 Mark moved into professional development, with **Rogen International**, where he enjoyed 3 years training numerous executives to present - sell - negotiate.

In 2001, Mark formed **CRESCO International**, to train - and consult - in the effective planning and delivery of persuasive communication. Mark has worked with hundreds of media executives - in both media selling and buying - to improve their business performances.

To discuss your needs, please contact Mark on: **0425 322 029** or **(02) 9953 7116**

Or email: mfallon@bigpond.net.au

CRESCO

CRESCO specialises in **persuasive face-2-face business communication**.

For most businesses, improved communication helps to deliver **better results - faster**.

Valuable knowledge - and skills - are provided in the following areas:

- ✓ **Presentations & speeches**
- ✓ **Writing Sales Proposals**
- ✓ **Selling & Sales Coaching**
- ✓ **Executive coaching (1-on-1)**
- ✓ **Negotiating**
- ✓ **Managing & leading people**

Most executives need to communicate with **prospects - clients - colleagues - suppliers - management - reports** more: **Clearly - Confidently - Rapidly - Persuasively**

Persuasive communicators enjoy *many advantages* - they are more likely to be:

Admired - Credible - Inspiring - Professional - Respected - Trusted - Successful

Persuasive communicators can **motivate others to make decisions** - and to **act , faster**.

They are better able to **handle objections - fulfill their roles - exceed their goals**.

Persuasive people often **generate the best results** - and the **most revenues / profits**.

CRESCO can help to improve your business performance by providing:

- 1) **Valuable** communication knowledge - perspectives - insights
- 2) **Simple** planning tools
- 3) **Effective** physical delivery skills

All sessions / programs can be tailored to your people - and your business needs.

Your people can begin using their new knowledge and skills immediately.

This helps you to achieve 2 valuable outcomes:

Increased business results - Better relationships - Greater personal fulfillment

CRESCO is a Latin word, meaning:

Gain Advantage - Grow - Honour - Increase - Strengthen

Please contact **Mark Fallon** on: **0425 322 029** or **(02) 9953 7116**

Or email: mfallon@bigpond.net.au