

In their own words ...

These clients show how Crockford Carlisle helped their business grow, and how your business will benefit from persuasive marketing strategies, copywriting and design.

Industrial equipment/services

“Our products are extremely high quality and represent great value for money. The challenge was, our competition was already well established—in many cases with ‘cheaper’ products.

“Competing on price was out of the question. What we needed was a message that conveyed the truth about our far superior value-for-money. We also needed a way to get people to trial our product so they could see the difference for themselves.

“The team at Crockford Carlisle have done this for us. They make a difference because they understand the sales process and know how to use words and design to motivate potential buyers. The sales materials they create are powerful and effective, and have assisted us to establish a strong branding in the market.”


—Steve & John Parker
AdvanceQUIP, Salisbury Qld

Hospitality/food service

“We are a convinced client! We have followed your approach and positioned our company as a problem-solver. Just 20 minutes after doing this, I sold a \$6,000.00 dishwasher. Most importantly, staff members you have trained also experienced the same immediate results!

“Additionally, the brochure you have produced is excellent. Prospects are reading it and they are responding. We are now moving forward with our marketing in a way that we have never done in the past.”

—Darrel Vecchio
Jondal Industries, Northgate Qld



Legal services

“With so many law firms competing, it is very difficult to make press advertisements work effectively.

“When we first saw the advertisements that Crockford Carlisle created, we had some doubts—however, they have been surprisingly effective. There are no ‘special offers’—just very persuasive copy that shows why we are different to our competitors.

“The family law advertisement has already produced 20 calls (in the first 20 days), which is an excellent result.”

—David Edwards
Rowell Gill & Brown, Solicitors, Brisbane & Beenleigh Qld

“An immediate jump from 40 to 150 attendees at our presentation evening is a spectacular result. Your understanding of how to motivate people is rare indeed, and I am delighted with the results you have produced for us.”

—Guy Gibbons
Bennett Carroll & Gibbons, Brisbane Qld

Debt collection

“Response has been excellent! The first advert you wrote brought a folio of \$17,000 of debts to be collected.

“This campaign will certainly get the operation off to a flying start. Well done!”

—Mark Logue, NSW State Manager
Austral Mercantile, Sydney NSW

Health equipment/services

“The medical profession is very difficult to reach; however, the copy you wrote for us is getting tremendous results. Doctors are responding and recommending us to their patients.

“We mailed 400 letters, with 20 doctors sending clients to us in the first 2 weeks ... and they are STILL coming! Even better, doctors are calling us for extra brochures to give to their patients.”

—Roger Moat
Snorex, Woolloongabba Qld

“Thank you! The advert you did for the Yellow Pages brings calls from all over Brisbane. With our old advert, we only received local calls ... now, people drive for miles to get to us!”

—Don Graham
Springwood Natural Health Clinic, Brisbane Qld



Theme parks

“We got so much more from Jerry’s seminar than you would normally expect. His was the most relevant, interesting and entertaining material I’ve every heard.

“Most importantly, because his ideas make so much sense, the people on my team have put his ideas into action. At Wet ’n’ Wild, we were already successful marketers. However, the tips and ideas that Jerry gave us have shown that you can build on your success and produce even better results.”

—Debbie Holland, Sales, Productions and Promotions Manager

Information technology

“... The direct mail strategy you have developed for us has had a significant impact, and has enabled us to increase our market share to unprecedented levels.

“The first letter in the series produced a profit of \$24,000, and this increased to over \$100,000 in the following weeks as the program unfolded. Now, three years later, I can attribute a conservative \$10m to this very successful program.”

—Bruce Mills, Manager, Qld and NT,
Mastech Asia Pacific Pty Ltd (a member of the global iGate Capital Group)

Photography

“Your letters are dynamite. We have used the mail for a long time, but you have made a terrific difference. You have increased response by 212%! We now pick up business we never would have reached in the past.”

—Chris Hall
Hallmark Studios, South Brisbane, Qld

Shop fitouts

“Our first mail-out to the pharmacy market began at the end of January 2004. By the end of March 2004 we had quoted more than \$350,000.00 on pharmacies alone, not including the sales from existing customers reminded to call by the newsletter.

“While some of these sales are still in negotiation, \$200,000.00 has already been awarded and is well underway.

“As the campaign continues the enquires continue to come. We are extremely happy with the results and will be using Crockford Carlisle to generate our ongoing newsletters.”

—K Budd-Andersen
BSF Budget Shopfitters



Online real estate sales

“After only a week since the launch of our website, we have been receiving compliments from satisfied clients and visitors to our site. It is stylishly and thoughtfully planned out, making it easy even for computer novices to navigate.

“We are so impressed with the overall business ethics [of Crockford Carlisle] that we haven’t stopped singing their praises.”

—Keven Kestle and Liana Kestle, Managing Directors
Free N Easy Sales, www.freeneasysales.com.au

Specialised carpark doors

“What I would like to thank you for in the mean time is the highly professional way in which Crockford Carlisle responded to our advertising requirements and limited time constraints during a time of the year when most businesses are still waking from their New Years Holiday slumber.

“It would have been very difficult to meet the publisher’s requirements without your help.”

—Andrew Turvey, Director
I Deal Doors, Wishart, Qld

Solar power

“We have had nothing but compliments from our clients about the professionalism in our introduction—and most of this credit can be attributed to your efforts.”

—Kylie Lockett
Power On Australia Pty Ltd, Sunnybank Hills, Qld

Financial planning

“ ... Your ability to impart practical marketing knowledge is unquestioned, and the participants’ feedback was excellent. You’ve once again demonstrated your gift in the area of persuasive marketing and communication.

“In addition, the letters you drafted for the ‘Leveraging in the Discovery Journey’ program are proving effective, and it’s now up to the advisers using them to maximise the value.”

—Ric Zanetti, Practice Development Manager
AXA Financial Planning, Brisbane