Damian Crofts of Monarch Movements triumphs as Keynote speaker at leadership conference

Tuesday 20 June, 2017

Managing Director at Monarch Movements, Damian Crofts, was invited to be a keynote speaker at an industry leadership conference this past weekend where he spoke on the subject of laying strong business foundations and development.

The conference was held at the 4-Star Lancaster London on Sunday, June 11th. Sales and marketing professionals from across the UK travelled to London for the quarterly event.

About Monarch Movements: http://www.monarchmovements.co.uk/about-us/

Attendees were split into two groups based on industry experience with the rookie sales and marketing professionals making up group one. Group two was thus comprised of more experienced entrepreneurs and business owners.

The one-day event welcomed a total of 15 speakers from within the sales and marketing industry; with each speaker chosen due to their individual successes and merit within the industry. Mr Crofts received the invitation to be a keynote speaker at the event after collecting the prestigious client award at the 2017 Sales and Marketing Awards in May. There were a number of award winners speaking at the event including winners of the 20 / 20 Club, 50 / 50 Club, President's Club, Comeback Business Owner of the Year and Most Improved Business Owner of the Year.

Topics covered by the speakers at the event included; goal setting, sales basics, setting expectations, laying solid foundations, how to stand out, recruitment, development, how to have important and meaningful conversations, team leadership and business development.

Mr Crofts is passionate about sharing his knowledge and experience with others, and he capitalises on every speaking engagement he is invited to attend. Mr Crofts spoke to both groups of delegates, addressing the first group on laying strong business foundations, something which he has mastered over the last twelve months. Speaking to the second group, Mr Crofts discussed how to successfully nurture people, and coaching and guiding them to achieve their goals and reach their full potential. A subject which the award- winning entrepreneur considers to be the secret to his success.

Mr Crofts was honoured to be among the high-profile speakers at the event. "One of the things I love most about being a business owner is my role as a coach and mentor, and I take great satisfaction from seeing others succeed," commented Mr Crofts.

Monarch Movements is a dynamic and cultured sales and marketing firm based in Angel, London. The company specialises in customer acquisition through face-to-face promotional marketing and sales campaigns. By understanding their clients' customers and target markets, as well as long and short-term goals, Monarch Movements can develop unique marketing campaigns which deliver quality results and build brand loyalty. The firm regularly attends industry conferences, and Mr Crofts is seeking to add more speaking engagements to his portfolio.

Monarch Movements specialise in a unique form of marketing which leads to increased customer acquisition and a high ROI for their clients. For more information Follow @MonarchMveLdn on Twitter

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