

CURRICULUM VITAE

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Executive Brief

A few years ago, this question got a hold of me...

"What if I could combine my passion for investing with my extensive sales experience?"

I'm doing quite well where I am so I tried to ignore it but it wouldn't let me go. As I started to accept the idea, the question began to evolve... Now I'm asking myself...

"What could I accomplish by committing the rest of my life to being the most valuable BDM in the financial services industry?"

This question has become my quest. Now, I'm bringing my love for people, my passion for investing and over two decades of experience in sales, marketing and leadership to an iconic Australian fund manager. I'm showing up now in response to the marketing and sales executives' most pressing question...

"How do we increase market share and drive new investment revenue in a rapidly shrinking sector against exceptional competition?"

With decades of experience as a career professional BDM, tough gigs like that are my specialty. What sets me apart comes down to three things...

1. My ability to quickly acquire the deep technical knowledge that is required for success.
2. My experience studying with world-class sales mentors.
3. My uncommon work ethic and ability to sustain high output over time and distance.

This is what has allowed to me achieve outstanding results and produce remarkable value for my clients and employers

FY22 Closed \$13.6m in new business and was the #1 consultant for contracts signed & paid/contracts issued for Australia's largest residential builder in the most difficult market that industry has ever seen.

FY20 I was with a clean energy tech startup where I secured \$100,000 in trade credit accounts, closed \$80,000 in investment funding and developed a \$140,000 sales pipeline from scratch.

FY19 Built an online sales and marketing training program, reached 100,000s of business owners through social media, ran and presented 20 live events, enrolled 278 prospects and & closed \$85,656 in sales with no backing.

FY14-17 Recruited, trained and managed a team of 30 high-performing sales consultants, personally closed 1,000s of new sales, and collectively generated over \$1,600,000 in revenue with a boutique marketing agency all from Bali, Indonesia.

If you're looking for a BDM and feel I could be a valuable addition to your team, let's make time to catch up and talk about your needs and the value I bring to see if we could be a good fit or not.

Patrick Woodcraft

Patrick Woodcraft
Wholesales Investment Specialist


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SALES EXPERIENCE


<p>metricon</p> <p>Sales Consultant</p> <p>Metricon Jul 2021 to Present metricon.com.au</p>	<p>As the stimulus grants evaporated, operations slowed to a crawl and construction saw the most challenging conditions on record, in the 21/22 financial year</p> <ul style="list-style-type: none">● I wrote over \$13.5m in new revenue and quickly became the #1 consultant for contracts signed & paid with the largest builder in the country● Completed over 30 successful new home sales● Generated over 1,000 new leads to the database <p>Leaving now to step back to wholesale, B2B sales in the financial services industry and bring my love for people, passion for investing and over two decades of experience in sales, marketing and leadership to an Australian fund manager.</p>
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<p>SIMONDS</p> <p>Sales Consultant</p> <p>Simonds Homes Jan 2021 – Jun 2021 simonds.com.au</p>	<p>As a rookie to new home sales, with next to no training or support from the over-loaded management team</p> <ul style="list-style-type: none">● Wrote over \$1m in new business● Added hundreds of leads to the database● Learnt a lot about the business and the industry
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	I left to seek out a healthier cultural fit and receive better training and support to continue growing my knowledge and network.
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 <p>Sales Director</p> <p>Eco Power Market Jan – Dec 2020 ecopower.market</p>	<p>As the pandemic changed the world forever, my partners and I launched a Clean-Energy Tech Startup. Our mission was to lead 1M Global Citizens to be carbon neutral by 2030. In under 12 months, with no capital or resources</p> <ul style="list-style-type: none"> • I created a \$140,000 sales pipeline (predominately solar sales) • Landed \$80,000 in VC and angel investment funding • Secured \$100,000 in trade credit accounts <p>The business ultimately folded because it failed to develop a core product with market appeal (ie. I had nothing to sell).</p>
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 <p>Marketing Mentor</p> <p>Synergy Campaigns 2019 Brisbane, Toowoomba synergycampaigns.com</p>	<p>Started a boutique events business teaching small business video marketing and social media strategy.</p> <ul style="list-style-type: none"> • Built an online training program & closed \$85,656 in sales • Reached 100,000's through social media • Ran 20 live events and enrolled 278 prospects <p>Wrapped up the live events business and moved into the building and construction industry when COVID-19 set in.</p>
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 <p>Producer & Host</p> <p>Eco Living Summit 2018</p>	<p>Enrolled and interviewed 20 of Indonesia's top environmental activists and shared their stories with the world. I Directed Filming & Editing, Wrote & Published Articles, built Websites & Publish Videos.</p> <ul style="list-style-type: none"> • Ran the entire project from inception to completion • Enrolled & Interviewed all the guests
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<p>Bali, Lombok & Kanawa eco-living-summit.com</p>	<ul style="list-style-type: none"> Published & attracted tens of thousands of views <p>We made a real difference in a rapidly emerging region with significant challenges.</p>
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 <p>Sales Manager</p> <p>Inspiral Sales Agency 2013 to 2017 Bali, Indonesia inspiral.agency</p>	<p>I partnered with John Abbot and developed a sales team to close the leads he generated.</p> <p>I Developed and refined scripts by making sales calls. Researched, evaluated and setup; CRM, training and communication systems.</p> <ul style="list-style-type: none"> Generated over US\$1,600,000 in sales Closed 1,000's of new sales Recruited, trained & managed a team of 30 high-performing consultants <p>We made a significant difference to the business and income of numerous prominent public figures including; Roger Hamilton chair of Entrepreneurs Institute, Tyler Tolman founder of Heal Thy Self, Chris Duncan, CEO of Freedom Fasttrack, Nik Halik CEO of Thrillionaire, Mike Handcock MD of Rock Your Life and many more.</p>
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 <p>Sales Consultant</p> <p>Strategic Anarchy 2012 Coolangatta strategicanarchy.com</p>	<p>Leela Cosgrove, head marketing consultant, had just 90 days to put 100 people into a 3-day event at \$997 each.</p> <ul style="list-style-type: none"> In just 90 days I put 100 people in a 3-day event at \$997 each Made 30 cold calls a day (600/month) for 3 months straight Also, put 200 people into a \$97/month subscription program <p>We made over \$100,000 in ticket sales and a lot more at the event.</p>
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 <p>Sales Consultant</p> <p>Onelife International 2010 – 2011 Gold Coast onelife.com.au</p>	<p>Roy McDonald is a wealth mentor and strategic planner and self-made millionaire and director of 24 companies including an Accounting Firm, a Financial Planning Company, a Real Estate Business, a Development and Construction Company, a Training Organisation, Investment companies, Trading Companies, a Travel Company, Farming and Cattle Breeding.</p> <ul style="list-style-type: none"> ● Promoted and ran dozens of live preview events ● Followed up with attendees and enrolled 100s of clients ● Assisted at five, 10-day retreats in the Hunter Valley. <p>Roy embraced me as a protege and for nearly two years I shadowed him assisting with sales in client meetings and at live events and retreats.</p>
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SALES CAMPAIGN SUCCESS

 <p>Roger Hamilton Entrepreneurs Institute rogerjameshamilton.com</p>	<p>Roger is a world-renowned futurist, social entrepreneur, and New York Times bestselling author. He needed help attracting guests to his first Resort, Vision Villas.</p> <ul style="list-style-type: none"> ● I created an income stream of \$500,000/year ● Made sales calls while building a team ● Personally enrolled thousands of new participants ● Entrepreneur Resorts is now the world's leading group of Entrepreneur resorts and beach clubs, in paradise locations around the world.
 <p>Tyler Tolman Heal Thy Self tylertolman.com</p>	<p>Tyler Tolman is a leading health expert who runs public talks to enrol people into his premium health retreats in Bali. We ran a campaign to enrol attendees who did not buy at his live events.</p> <ul style="list-style-type: none"> ● Generated over \$350,000 in new sales over 3 campaigns ● Worked with Tyler & John to develop the offer and message

	<ul style="list-style-type: none"> ● Made sales calls and led my team ● Enrolled 700 new attendees <p>Booked out Tyler's health retreats for over a year.</p>
 <p>Chris Duncan Freedom Fasttrack christmduncan.com</p>	<p>Chris Duncan is a marketing mentor who sells an online training program called Freedom Fasttrack. Chris asked us to put as many people into his program as fast as possible.</p> <ul style="list-style-type: none"> ● Worked with Chris & John to develop the offer and message ● Made sales calls and led my sales team ● Generated over \$170,000 in just 3 weeks <p>Saved Chris and his partner from a tight spot.</p>
 <p>Nik Halik Thrillionaire nikhalik.com</p>	<p>Nik Halik is a wealth mentor and international speaker from Melbourne. He needed help enrolling participants into his business retreat in Bali.</p> <ul style="list-style-type: none"> ● Worked with Nik & John to develop the offer and message ● Made sales calls and led my sales team ● Enrolled 60 new participants ● Generated over \$100,000 <p>Sold out Nik's scheduled retreat and sold out a second one as well.</p>
 <p>Mike Handcock Rock Your Life mikehandcock.net</p>	<p>Rock Your Life is a personal development program for conscious leaders. Mike needed to find new ways to enrol attendees into his high-ticket, annual retreat, the Soul Journey.</p> <ul style="list-style-type: none"> ● I worked with John & Mike to develop the offer and message ● Made sales calls and led my sales team ● Generated over \$100,000 in 7 weeks <p>Made a massive difference to Mike's business.</p>

EARLY SALES EXPERIENCE

<p>Law Student Studied international and commercial law for 12 months in 2013. Gold Coast, Australia</p>	<p>Sales Consultant 99 Bikes Retail bike sales with Matt Turner, Son of the legendary Flight Centre CEO, Graham Turner. 2012, Gold Coast, Australia 99bikes.com.au</p>
<p>Business Development Manager Forsec Security B2B RF-ID retail security sales with Swedish Entrepreneur, Curre Rosman. 2008, Stockholm, Sweden forsec.se</p>	<p>Retail Sales City Beach Major surf, skate and streetwear retailer in Westfield Chermside. 2007, Chermside, Australia citybeach.com.au</p>
<p>Sales Consultant TOP GUN Business Academy Sales, Negotiation & Management training with International Sales Mentor, Wayne Berry. 2006, Melbourne, Australia topgunba.com.au</p>	<p>Mortgage Broker Inside Mortgage In-home mortgage sales appointments with Entrepreneur, Dean Tahana. 2005, Brisbane, Australia insidemortgage.com.au</p>
<p>Business Course Sarina Russo Institute Completed Certificate IV in Business Administration with Business Mentor, Michael Rogers Bell. 2004, Brisbane, Australia sri.edu.au</p>	<p>Sales Consultant The Smart Group Door-to-door electricity & phone sales with Entrepreneur, Roshan Ramnarain. 2003, Sydney, Australia thesmartgroup.com.au</p>
<p>General Manager Viking Shadehouses Managed a small shade house manufacturing with Businessman, Lionel Phillips. 2002, Deception Bay, Australia</p>	<p>Assistant Business Coach Action Coach Onboarded new coaching clients with International Business Mentor, Brad Sugars. 2001, Brisbane, Australia actioncoach.com</p>
<p>Retail Store Manager Bike Force Nundah Bicycle repairs and retail sales with Business Mentor, Russell Penn 1998 - 2001 Brisbane, Australia</p>	<p>Retail Salesperson Action Bicycles Chermside Bicycle repairs and retail sales with Business Investor, Guy Burger 1996 - 1997, Brisbane, Australia</p>

CORE COMPETENCIES

SALES | MARKETING | LEADERSHIP

Core Charatter Attributes

- Reliable & Responsive
- Experienced & Knowledgable
- Invested & Proactive
- Honest & Understanding

Primary Success Drivers

- Ability to quickly acquire the deep technical knowledge required for success
- Studied with masters and embodied fundamental sales psychology
- Work ethic and ability to sustain high output over time and distance

Numerous industries including

- Financial Services & Lending
- Clean Energy
- Professional Services
- Tech Startups
- Construction
- Manufacturing

Variety of roles including

- Sales Executive
- Sales Manager
- Business Development Manager (BDM)
- Finance Broker
- Account Manager
- Territory Manager
- Sales Representative

Various systems & technologies including

- Salesforce
- Microsoft Dynamic
- Zoho
- Monday
- Sugar CRM
- Feshsales
- ZenDesk
- Hubspot
- Infusionsoft
- Pipedrive
- Mailchimp

A broad range of sales scenarios including

- High Ticket Sales
- High Volume Sales
- High Compliance Sales
- Technical Sales

Demographics & psychographics including

- Retail B2C
 - Young & Old
 - HNW & retail public
 - Professionals & Laymen
- Wholesale B2B
 - From Self-Employed Contractors
 - Through to C Suite Executives
- Startups, Micro Caps & Small Businesses
- Through to Large Cap Global Corporates
- Capital Raising – Angel Investors & VCs

Various cultures & languages including

- South East Asia (3.5 years – Conversational Indonesian)
- Stockholm, Sweden (3 years – Conversational Swedish)
- New York, the USA
- Melbourne, Australia
- Sydney, Australia
- Gold Coast, Sunshine Coast & Toowoomba in sunny Queensland
- And of course, my home town, Brisbane

Conversion mechanisms including

- Hard sell (Buy it now – in or out)
- Soft sell (Build momentum by delaying the ultimate decisions)
- Upsell, Down Sell, Cross Sell
- Try Before You Buy
- Payment Plans & Financing Options

Sales settings including

- Remote sales – phone, chat, skype, zoom, teams etc.
- Live in-person, Meetings & Appointments
- My office / Your office / Neutral ground (Coffee shop)
- Retail Showroom Sales
- Online Sales (Click here to buy now)
- Platform Sales (Find us on...)
- Group Presentations
- Webinars & Online Presentations
- Selling To Audiences From Stage At Seminars & Events

Lead-generation Strategies including

- Prospecting & Cold Calling
- Appointment Setting
- Networking & Referrals
- Trade Shows & Industry Events
- Traditional Media Ad Placement
- Social Media Content Marketing
- Banner Ads
- Long Copy Sales Letters
- Direct Email Marketing Campaigns
- Basic Web Development, SEO &
- PPC Ad Campaigns
- Even my fair share of Door Knocking (back in the day)

A long-term value investor with a love of every aspect of investing

- Studying Strategy (Diversification, Asset allocation, Portfolio Rebalancing etc.)
- Dissecting Markets (Small/Mid/Large Cap, Frontier/Emerging/Developing etc.)
- Researching Funds (Actively managed vs passive index funds etc.)
- Finding Undervalued Assets (Using Fundamental & Technical Analysis)
- Backing my decisions with my own money
- Reinvesting my wins and learning from my mistakes

PROFESSIONAL REFERENCES



Michelle Caterson
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*Patrick is Passionate, Driven,
Resourceful & Fast*



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*Patrick is an Insightful, Confident, Dynamic
& Genius*



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*Patrick is Spectacular, Energetic,
Bright & Infectious*



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*Patrick is Genuine, Gifted,
Empowering & Strategic*

PERSONAL REFERENCES



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*Patrick is Thoughtful, Altruistic &
Sustainability-Conscious*



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*Patrick is Enthusiastic, Encouraging,
Dedicated & Focused*



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*Patrick is Proactive, Bold,
Energising & Dependable*



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*Patrick is, Strategic, Astute, Insightful, &
Compelling*

PUBLIC RECOMMENDATIONS



Jeremy Britton

CFO
BostonCoin

PATRICK : Positive Attitude, Tenacious, Reliable, Ingenius, Confident ,Knowledgable.

It has been a pleasure to know this man for over a decade, and it is inspiring to watch his mastery over his work and home life.

Patrick is a product of his own product. He has the discipline and integrity to get things done the right way.



Michelle Caterson

CEO
Eco Power Market

Patrick is a co-founder of Eco Power Market, a cleantech startup on a mission to transition 1 million global citizens to 100% clean and renewable energy.

Since working with Patrick on building this business, I have seen him rise to the challenges we faced, learn, grow and adapt as needed in this intense and fast-paced environment.

Patrick naturally leads and thinks both about the immediate impacts and long-term impacts of the decisions he makes. He is naturally articulate and is passionate in his drive to ensure any sales or marketing is providing long-term value for the target customer along with all the other stakeholders in the company.

PUBLIC RECOMMENDATIONS



Simon Mcknight

Director
TPR Media

Patrick and I have worked together on various projects over many years and he has one of the most tenacious attitudes when shooting for sales targets.

I have seen him in deep conversations with all types of people and his interpersonal skills are fantastic.



Alan Jolliffe

Director
Measure Twice

Patrick is a remarkable salesperson who consistently produces outstanding results. His ability to connect with anyone and engage with them is truly remarkable.

I first worked with Patrick in the late '90s. Since then I have been captivated by his energising personality. Patrick is a smart, capable and innovative thinker. He's resourceful and deeply committed to producing results for his team and his clients.

Patrick is a pleasure to work with and would be an extremely valuable asset to any company fortunate enough to have his unique genius on their team.

PUBLIC RECOMMENDATIONS



Dr Grace Ng

Advisory & Investment
Mentor
To Scaleups &
fast-growth companies

I've known Patrick through my work with him at Eco Power Market. He'd never say, but he's now the QLD and NSW Australian Ninja Games champion in 2020.

This says a lot about him: a rare combination of personable, naturally talented and very focused. Loves to give it a go. Not afraid to pick up the phone and introduce himself, an excellent relationship builder.



Peter O'Donnell

Co-owner
Gourmet Pet Food
Australia

Patrick is a highly skilled Sales Manager. He connects with people authentically and wants them to succeed. This attitude of service is at the core of all his dealings.

I have found him to be a person of integrity, and it is obvious that he works hard and with passion.