



# CRYSTAL S. JOHN

crystal.s.john@gmail.com / H: 1-868-352-0037  
4 Cayman Avenue, Port of Spain, Diego Martin.

## SUMMARY

Results-driven, motivated, sales facilitator and sales manager with over 15 years of progressive initiative, creativity and experience in sales, marketing and communications. Excels in fast-paced environments, client relations and conflict resolution. Knowledgeable in print and promotional products and services. Eager to contribute to driving business growth and exceeding client expectations.

First-class interpersonal and communications skills allows me to build strong, mutually-beneficial relationships with colleagues and clients alike.

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## AREAS OF EXPERTISE

- Planning, Strategy, Organisation
- Customer Service
- Communication and Relationship-Building
- Networking, Presentations
- Sales, Marketing and Public Relations
- Results-Driven
- Team Building
- Territory Sales Management
- Promotional Events
- Food and Recipe Content Creator

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## EXPERIENCE

**Facilitator/Associate with Ask Leadership** – On assignment to **Digicel** and various customers 08/2016 - Current

- **Customer Service Sales Training to Client Executives**, achieving average growth of 22% in sales:
  - Helping participants with planning and achieving personal and business goals, using tools such as Information Shares, Structuring Ideas, Effective Decision-Making;
  - Developing structured and tailored sales processes;
  - Motivating participants to surpass targets by focusing on "a winning attitude";
  - Teaching how to conduct a proper sales Interview;
  - Helping them to handle stalls and objections in order to win new business, and deal with existing customer issues;
  - Target marketing and prospecting, identifying opportunities within current portfolios, structured account management, customer identification and relationship-building;
  - Communications and sales styles;
  - Effective service delivery.

**Caterer and Food Content Creator**

08/2016 - Current

- **Food Content Creator**
  - Work with internal creative services and external agencies and specialized content partners to develop all formats;
  - Work with Marketing and Managers to shape messaging and concepts;
  - Work with the marketing team to determine goals and distribution methods for content;
  - Develop, write, shoot and edit stories for a variety of channels, from web to social media;
  - Provide storytelling opportunities for new product and seasonal launches;
  - Coordinate content development calendar both for day-to-day and long-term efforts;

- Develop editorial calendar for projects and ensure deadlines are met;
- Caterer;
- Prepare and serve meal accompaniments to guests;
- Communication with support crew and management.

### **The Office Authority Group or Companies**

02/2014 - 07/2016

- **Sales Manager**

- Responsible for growing the sales and obtaining profitable results through the sales team by developing motivation, skills development and product knowledge;
- Comparative and optimal pricing;
- Managing sales and administration functions and streamlining processes;
- Monitoring performance of the sales team;
- Exceeded sales goals and improved profitability by developing sales strategies and business plans in keeping with market trends;
- Addressed sales performance issues through training and counseling, resulting in 12% annual sales increase;
- Managed and trained 22 employees on successful selling techniques;
- Recruited, trained and mentored new talent in the sales department;
- Communication of personalized product knowledge to customers;
- Customer relations;
- Led sales planning, development and account management for commercial print and promotional items for Trinidad and Tobago and the wider Caribbean;
- Partnered with sales representatives during consultations to strengthen customer/agency relations;
- Managed a \$53,000,000 sales portfolio for both Print and Promotional.

### **SCRIP-J (Trinidad) Ltd**

01/2004 - 01/2014

- **Account Manager**

- Managed a portfolio of 120 active client accounts;
- Grew an existing network of industry contacts to generate new business;
- Led, trained and managed Account Executives;
- Achieved sales targets of TT\$6.2m;
- Attended client meetings to grow customer base by identifying needs and delivering relevant product solutions to meet client budgets and schedules;
- Maintained understanding of competitors, their offerings and their presence;
- Maintained and expanded relationships with existing clients;
- Grew a pipeline of over 300 prospects utilizing multiple research, referral, and sales strategies;
- Increased revenue by obtaining and securing new accounts, while providing value-added services;
- Established contracts, including pricing structures and service terms.

### **Attorney at Laws Group**

10/2010 - 02/2011

- **Secretary**

- Enhancing the attorney's effectiveness by providing information-management support, representing the attorney to clients and others;
- Research, reviews, verification and routing correspondence reports and legal documents; drafting letters and documents, collecting and analyzing information, initiating telecommunications, organizing client conference and attorney meetings; scheduling court reporters, expert witnesses and other administrative functions.

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## EDUCATION AND TRAINING

- Mucurapo Senior Comprehensive, 2014
  - C.X.C O' Levels General Proficiency History, English, A Principle of Accounts, Principle of Business Office Procedures Certificates/Diplomas
- Peach Tree Accounting
- Certificate in Sales and Marketing C.I.P.S (Purchasing & Supply)
- Effective Negotiations
- Dale Carnegie, Purchasing & Supply
- Effective Communication & Human Relations Sales Advantage Chamber of Industry & Commerce
- Business Etiquette & Protocol REBIT
- Quality Service Program
- Ask Leadership
  - Personal Mastery,
  - Solid Gold Selling
  - Customer Service - New Thinking, New Habits, New Opportunities. John Dasent
- American Computers & Electronics, 2013
- Edu-Tech Educational Institution, 2001
- Mucurapo Senior Comprehensive, 2000
- Mucurapo Jr. Secondary School, 1998
- St Agnes Anglican School, 1985

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## REFERENCES

- Nigel Wall - ASK Leadership Coach - (868) 788-6318
- Alistair Beadle – Bid Manager Digicel Group – (868) 324-3222
- Carlos Aqui - Production Manager T&T Printing Works – (868) 680-1605
- David Maraj - Technical Director BOSS & SCRIP J - (868) 384-7407
- John Gormandy - AG CEO National Petroleum – (868) 689-5165

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## HOBBIES

- Dancing
- Running
- Hashing
- Mountain Biking
- Recipe Creation and Cooking



23<sup>rd</sup> August 2019

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To whom it may concern,

Ms. Crystal John of Ask Leader Ship Worked with my Small to Medium Business team of thirty-three persons for approximately five months. Under her training, we saw tremendous improvements within our team within the first two months.

She began working with our team and quickly became one of our most valued consultant/trainer. Her dedication and willingness to work with each individual for them to understand the environment and the proper way to sell to different types of customers made her and the course a favorite for everyone on staff.

We started seeing reoccurring orders, individual sales quickly moved from USD 200.00 billed to USD 1000.00, others doubling in sales, we had an overall increase in sales of 22% and structured meetings went from an average of 659 prior to the training to an average of 982 per month a 49% increase within a three month period.

My staff is now better equipped and more focused. We have increased in more focused meetings as a result of better-structured calls. Supporting each other with better positive attitudes. Active account selling, identifying their class "A" customers and prospecting within their current portfolios. Handling stalls and objections without breaking down and feeling overwhelmed, using LACPAC and SPIN selling customers. Creating a customer and not just making a sale.

I highly recommend Ms. John to work with your company. I know that you are seeking someone with exceptional Leadership skills, excellent customer service and great selling techniques. She offers all these skills.

Your company will not regret working with Ms. John. Please do not hesitate to contact me with any questions.

Best regards,

**Danesh Sahadeo**  
Head of SMB Sales

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August 9, 2019



To: Whom it may concern

Crystal John joined SCRIP-J's sales department as a customer Service Representative in August 2004. In mid 2006 (after a stint in our Export Sales Department) through hard work, initiative and self motivation, Crystal was promoted to Account Manager

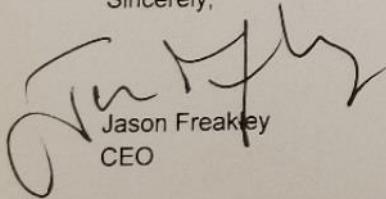
I had the opportunity to work with Crystal for 10 years at SCRIP J and was consistently impressed with her diligence, efficiency and ability to get things done. Her interpersonal and communication skills allowed her to develop good working relationships with both our clients and her colleagues.

Crystal worked with me directly as an Account Manager and at her time of leaving in January 2015 was our top producer. She has always been very eager and willing to learn and push her way to the top. Crystal's personality is easily adaptable, which allowed her to maintain and expand relationships with existing clients. She always provided an exemplary level of service and her drive, persistence and unwillingness to take no for an answer, saw her expand her portfolio by acquiring new customers and business opportunities.

Crystal always grabbed opportunities and was discerning at prospecting the right customers which allowed her to meet and surpass her targets. She works well in a team and always gave constructive opinions which pushed those around her.

Crystal is a problem solver and on many occasions found the correct solutions in the shortest periods of time. I recommend Crystal for employment and believe that she will be successful at whatever she puts her mind to.

Sincerely,

  
Jason Freakley  
CEO

7<sup>th</sup> September 2020



Ask | Leadership

To whom it may concern,

I'm writing to recommend Ms. Crystal John. I've had the opportunity to work with Crystal for the past few years. I met Crystal at one of my courses that I facilitated about 10 years ago and she was my best student.

Most recently, Crystal has worked for me directly as a facilitator herself. In this role, she facilitated customer service and sales training at a very high standard and achieving great results.

I believe that Crystal would be an excellent addition to your team. Crystal constantly seeks to learn more about sales, marketing and leadership so that she can help serve our clients and mitigate challenges as they come up. She's also a quick learner who picks up new technology with great speed.

I recommend Crystal for the position your company. She's organized, detail-oriented, effective, and committed to getting the job done.

Please feel free to contact me at 788-6318 if you have any questions.

Yours Sincerely

Nigel J Wall  
Director  
Ask Leadership Ltd