



The Trust Equation is forty years of business development experience distilled into a single equation for success.

This strategic marketing formula has been applied successfully for public sector operations, established consultants, business start-ups, repositioning organizations of all types, high-tech launches, software developer sales increases as well as new product and service introductions.



Explaining "Confianza," the Spanish word for Trust. Bogota, Colombia



"I choose Jerry to finish our full day of speeches and events to conclude our Founders Festival. He did not disappoint! He jumped straight in when our penultimate speaker had technical difficulties and wowed the audience with a funny, witty presentation on Trust - What's Changed in the New Normal. Not only could Jerry be 'trusted' to think on his feet and help out in the moment of difficulty, he delivered a wonderful and entertaining speech that set the scene for our lively networking which followed in the virtual pub. I'll be sure to book Jerry again for our next event."

Simon Krystman, Founding Partner, Founders & Mentors,



"Thank you for providing two hours of riveting virtual content on Trust for our Keep The Lights on Forum TV series. Your fast turn round when we asked for the fourth sequence amazed us. Now I know why your calendar is so cluttered even in the Coronavirus lockdown."

Charleen Norman, Partner,
Bad Wolf Community

Based on his book in progress, a keynote for the times we live in:

Trust in the New Normal



It all started at a Chinese lunch celebrating a successful talk for Michael. The fortune cookies came and mine said: *"The wise man knows*

everything, the shrewd man everyone." I've never forgotten Michael's next words, *"That's true as far as it goes, What you know is important, who you know can make a difference but the single most important thing in building a business is who trusts you."*



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“It doesn’t matter what you know. It doesn’t matter who you know The key to your success is who Trusts you”

From strangers to connections to prospects and clients, Trust is the binding force.

On and off line, in government, business and personal affairs he power of that single idea can light your way to success.

Jerry tailors his talk to your meeting theme and motivates attendees while providing laughs and candid insights into the power of traditional approaches plus wizardly ways to use the internet.

This presentation is all about the payoff of getting to Trust.

You will learn:

1. The four people you must trust to be successful in today’s world
2. How trust is changing around the world and how that impacts you and your business.
3. Ten steps to achieve personal Trust on and offline.
4. How you can emulate a Galactic Commander.
5. the dollar value of the Integrity Dividend (research results).
6. How Trust is counterintuitive.
7. Real world examples of the power of Trust and how Oxytocin affects it.

You will leave this session inspired. You will know that getting to Trust is the single most important skill you need to build a business, a career and a life of joy.

Jerry Fletcher is CEO of Z-axis Marketing, Inc. a professional member of NSA since 1993, a Certified Professional Consultant as well as author of three books, seven audio programs and multiple tools for Consultant marketing.



He is an expert at Trust-based business development who has:

- Raised over \$500,000 for a start up in just 17 days
- Increased the first quarter sales of a consulting firm by over \$1.2 Million with a single suggestion
- Grew a power software company’s sales by 400% in 18 months by “tweaking” their CRM system
- Shown a subscription based software developer how to build his business through speaking. (he sold it for north of \$7 Million two years later).
- Tripled a Leadership consultant’s revenues in one year.
- Crafted unique Trust-based brands for 143 elite consultants (at last count)
- Stopped counting successful product and service introductions at 207

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MASTER**



A partial list of organizations that have profited from Jerry’s experience:

ADC Kentrox ASTD Alloy Red Automobile Service Association American Marketing Association APS Association of Accounting Marketing Association of Home Businesses Association of Legal Administrators Bank of America Bad Wolf Community Biamp Business Printing The Center for Estate Planning Computer Consultants of Oregon Conquent Creative Media Development Digimarc ESA Executive Finance Founders & Mentors Geffen Mesher Graphic Media Hamers & Okawa Hoffman, Stewart & Schmidt International Association of Career Management Professionals Leo Law Offices Lewis & Associates McGee Financial Group Metro RV Dealers MPI National Association of Purchasing Managers National Association of Professional Organizers NW Coaches Association NW Concrete Pipe Association Opt Up Northwest Airlines Oregon Business Travel Association Portland Area Business Association Perkins & Co. P.C. Portland Executives Association Pearson Financial Pentax PGE Sales & Marketing Executives International Rosen Brown Direct Seaberg Company Sprint PCS Sumner Financial Group Tektronix UniTrek U.S. Bank U. S. Department of Energy Voice Stream Wavefront WBH Financial Services Wing Ventures

Speaker Demo
<https://vimeo.com/487642137>

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