

**About the Author**

John's talent for effective selling began at the age of 15 selling ice-creams from a cart! Since then his selling career has gone from strength to strength. Following a successful career in retail he launched into sales as a Financial Advisor with Abbey Life. John became a partner in a computer solutions company and built a new division in the Speech Recognition Market, which became an accredited IBM supplier.

Following a brief appointment with IMRglobal, a leading IT solutions provider, he assisted in the development of the new business function, and then joined Sapiens, an international IT Tools vendor. Whilst there he effected their transition from a tools vendor to solution provider and created a new business sales team, in addition to developing new business processes and a new infrastructure. John is Executive Vice President establishing the sales & marketing operation for Performative plc. Having left there he has set up his own business called Incognate that helps companies to grow more business revenue.

**Co-ordinates**

**Tel:** + 44 (0)1844 213 201

**Mob:** +44 (0) 7967 388 308

**E-mail:** [john.bancroft@incognate.com](mailto:john.bancroft@incognate.com)

**Web:** <http://www.incognate.com>