

Advantages magazine article

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By Tonia Cook Kimbrough

The Survivor

Cheryl Girrback had an epiphany after selling recruitment advertising for 10 years. She had a very large account base and decided to leverage her accounts for something more. "When I started my business, I coordinated job expos. I saw that my clients were passing out key chains, pens, magnets and bags, and I thought, "Hey! They need to buy that stuff from me. And here I am," she says.

That's when she started Arizona-based cmg marketing ([asi/154954](#)) and she keeps her life focused on priorities – a husband, three kids and a blooming business. As a seven-year colon cancer survivor, Girrback is thankful.

She's been called "wacky, warm and friendly" by those who've worked with her. These qualities make her approachable and genuine – a boon for gaining client loyalty. She's also tenacious. "I've been thrown out of more than one job fair for soliciting leads," she was quoted as saying in a human resources association newsletter. Fearless and driven ... two of the best qualities for surviving whatever life, or sales, throws your way.