

Cecil Edge

Biography

Cecil Edge began his business career selling MacGregor Sports Wear in Miami, Florida. He then devoted 27 years to automotive sales and service. For the past nine years he has been a Coldwell Banker real estate agent. He attributes his success to the experiences he gained with the Boy Scouts of America while earning the rank of Eagle Scout. He was fortunate to be a member of the John Williamson Organization, an automotive sales and consulting group. As a salesperson for the group, he combined leadership skills with business skills and became an expert in recruiting, training, supervising and motivating people. He has used these skills in both for profit and not for profit organizations.

After being a partner in a very successful Volkswagen and BMW franchise in Nashville, Tennessee, Cecil went to Tampa, Florida in 1976 when he and Jim Ferman, Jr. purchased Friendly Toyota. Under Cecil's management skills, the business was recognized by the automobile industry on numerous occasions for dealership excellence and exemplary customer service standards. In 1986 Cecil received the "TIME MAGAZINE QUALITY DEALER AWARD."

Cecil joined the Tampa Sales and Marketing organization in 1976, he was president in 1982-1983 and then he was international president of Sales and Marketing Executives International in 1985-1986. In 1986, Cecil helped implement an innovative program for United Way of Hillsborough County called "Loaned Executives", a program where companies loan executives to United Way for the fund raising period. This program is still in place. Cecil served as Campaign Chairman in 1988 and was Chairman of the Board in 1991.

Even while building Friendly Toyota into one of Tampa Bay's most successful car and truck dealerships, Cecil made time to be active in the Tampa Chamber of Commerce. He served as Chairman of the Member Events Council and The Sports Council. He served as Chairman of the Leadership Tampa class and was a founding member of Leadership Tampa Bay. From 1988 to 1992, he was Chairman of the Tampa Bay World Cup Task Force attempting to secure World Cup soccer games for the USA. As a member of the United States team, he was present in Zurich, Switzerland when it was announced that the USA proposal was selected and games would be played in the USA. The state of Florida hosted games in Orlando.

After selling Friendly Toyota and Friendly Jeep in 1989, he directed the efforts of attracting and generating downtown economic development as President of the Tampa Downtown Partnership. Under his leadership, he spearheaded the drive to gather financial support for the Florida Aquarium Project. He also devoted time to his private consulting firm, Cecil Edge & Associates. He was successful conducting sales training and public speaking programs. Always willing to help, he served as the Executive Director and Vice President for Daytop Village of Florida, a drug and alcohol rehab facility. Cecil is a life member of the University of South Florida's President Council, he was a Trustee for the University of Tampa and served on the board of the Florida Chamber of Commerce Board of Governors.

Rather than retire in 2000, he choose to be associated with Coldwell Banker Residential Real Estate, Inc. representing buyers and sellers in residential and commercial transactions.

In November of 2007, Cecil and Linda moved to Gainesville which allows them to be closer to their lake house on Lily Lake which they co-own with two other families. It is Cecil's intention to spend more time sharing his knowledge and experiences with salespersons of both profit and not for profit companies. He has had extensive experience in teaching a program entitled "A Road to a Sale." In 1975 he published and copyrighted a workshop based on THE PSYCHOLOGY OF SELLING by Cash and Crissy, entitled CUSTOMER ORIENTED SELLING.

Cecil and Linda have been married for 42 years and have three grown children, Shannon, Kevin and Cathleen. Linda teaches Spanish to pre-schoolers at Oak Hall School.

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