

# Christopher van der Hoff's Biography

## Crazy Facts About Christopher:

Christopher van der Hoff was once a "certified psychotic". In fact, 27 years ago, Christopher was "involuntarily committed" to a mental institution, locked up and not permitted to leave for over three and a half months. Christopher credits his challenges with his mental illness for much of his success in sales. Salespeople, however, don't have to be crazy to benefit from his insights. They can adapt Christopher's suggestions to their own selling to improve sales results immediately.

## Not So Crazy Facts About Christopher:

- In his first year, as the youngest District Manager for Uniroyal Tire in Canada, he took his district that already had the usual corporate market share and **doubled** it. What's perhaps most extraordinary is that this success came just over a year after he was released from the mental hospital.
- With Motorola Cellular Canada, with a direct sales force of as many as 135 representatives, Christopher's sales results were also incredible. For a two-year period, quarter after quarter, he never fell below second place.
- With Dale Carnegie Training, Christopher mastered and sold: 'The Dale Carnegie Course' in Effective Speaking and Human Relations; The Dale Carnegie Sales Course; and The Executive Presentation Program.
- As a Dale Carnegie instructor's lead assistant, Christopher helped teach 'The Dale Carnegie Course' over a dozen times.
- In addition to his years of presentation instruction, he has further refined his communications skills as a graduate of the Certified Practitioner Course in Neuro-Linguistic Programming by NLP Institutes of Canada.
- With Toastmasters International, Christopher was asked to present his keynote, entitled "How To Deliver Magnificent, Powerful, High Impact Presentations", more than forty times.

Christopher van der Hoff, Insanely Great Sales Keynotes

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