

# Introduction for Christopher van der Hoff

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(Please read verbatim)

Ladies and Gentlemen:

In his first year, as the youngest District Manager for Uniroyal Tire in Canada,

Chris van der Hoff doubled his district's market share.

At Motorola Cellular Canada,

with a direct sales force of as many as 135 representatives,

Christopher's sales results were equally extraordinary.

For a two-year period, quarter after quarter,

he never fell below second place.

Perhaps the most incredible part of his story is that,

all of this success started just over a year

after he was released from the mental hospital

where he had been locked up as a certified psychotic.

Did he have a different sales approach? He certainly did.

Christopher's presentation is called

"How a 'Certified Psychotic' Made It Big In Sales!!!

Insane, Bizarre and Crazy Sales Ideas That Really Work."

Maybe, just maybe, one crazy idea can double your results.

Please welcome.....(pause) Christopher .(mini pause) van der Hoff

(Start and lead applause and then shake hands with Christopher)