

# Nine Ways to Get More Out of Christopher van der Hoff

"How a 'Certified Psychotic' Made It Big In Sales!!!  
Insane, Bizarre and Crazy Sales Ideas That Really Work."

As a value added option the event/meeting planner may:

- Arrange a breakfast or lunch with the highest-ranking executive and the highest-ranking sales executive on the day of the engagement and prior to the keynote and/or break-out session.
- Arrange a tele meeting with the appropriate sale management.
- Arrange a tele meeting with any appropriate in-house training people.
- Arrange a tele meeting with the administrator of the in-house sales library and resource centre.
- Arrange tele meetings with six salespeople, preferably two top producers, two average producers and two new salespeople.
- Have Christopher prepare a pre-program questionnaire customized for your specific audience.
- The follow points will help increase attendance and interest in the event:
  - Have Christopher write an article for any corporate newsletter, association magazine or email broadcast prior to the event.
  - Have the program details include the website link to Christopher's "Crazy Demo Clips".
  - Have Christopher record an upbeat and funny voice mail message and assign it to a box in your telephone system for attendees to hear.