


MASTERING THE ART OF SELLING



STAND UP FOR SALES WITH KURT SCHOONRAAD

" THE BEST SALE DOESN'T FEEL
LIKE A SALE "

KURT SCHOONRAAD

KURT SCHOOONRAAD...



... is one of South Africa's most recognised stand-up comedians.

His earthy humour and comedic personality reaches from every corner of South Africa to the front page of the New York Times.

Kurt's professional comedy career took flight almost two decades ago and he has since gone on to produce and perform his hugely successful one man shows all over the country and on international stages.

Performer by night and Entrepreneur by day, he pioneered Cape Town Comedy Club, from its humble festival origins, to its exciting home at the V&A Waterfront, Cape Town's only dedicated stand-up comedy venue, which was voted one of the Top 10 Comedy Clubs in the world recently.

THE FIVE LESSONS STANDUP COMEDY CAN TEACH YOU ABOUT SALES

South African standup comedy veteran, Kurt Schoonraad, is ready to help salespeople flip the script so they can sell more.

Distilling 20 years of comedy into a 30 to 45-minute laugh-out-loud talk, Schoonraad details the 5 great lessons of standup and what they have to teach us about sales.

“Sales and Standup have a lot in common. No show or sale is ever the same regardless of how many times you have run through the scrip and there is very little time to build trust, get attention and make a positive impression,” says Schoonraad. “While they might feel different, sales and standup face the same challenges and can learn the same lessons.”

This talk takes sales teams through the five key lessons of standup. Schoonraad demonstrates the basic survival techniques comedians use to last on stage, hold their audience’s attention and close the deal, which is their case means getting the big laughs.





Each lesson offers insight into how salespeople can better interact with their customers and improve their closing rate.

Whether selling on the phone, over a video call or direct, Schoonraad, using his brand of clean, highly relatable and down to earth humour, will help sales team improve their strike rate by learning the way of 'funny'.

Book him today and bring your sales team an entertaining and relevant talk that will keep them fully engaged while Schoonraad raises awareness of some of the simple things salespeople can do, right now, to improve their sales!