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Talking To Strangers: The Adventures Of A Life Insurance Salesman



Synopsis

"I became a life insurance salesman in London in May 1969, for the glamour, the fast cars, the groupies... the beautiful women who'd stop at nothing to buy life insurance. It's a very well-kept secret." Thus begins Peter Rosengard's extraordinary account of his life so far, and the endless adventures in which he made, lost and remade a fortune; founded London's famous Comedy Store, discovered and managed some of the greats in stand-up comedy; turned an unknown boy band into a chart-topping sensation; and from a cold call in a public phone box, sold the world's biggest ever life insurance policy, for \$100m, for which he is still celebrated in the Guinness Book of Records. This is a book about "chutzpah", testament to a simple belief that "nothing's impossible".

REVIEWS "Peter Rosengard is quite, quite mad- but is also brilliant and funny and can sell anything to anyone. As many of us know to our cost." -John Lloyd, TV producer. (QI, Blackadder, Not the Nine o Clock News) "If Peter Rosengard writes half as well as he talks this is a work of genius. If he writes half as fast as he talks you will have finished reading this before you started." -Howard Jacobson, Booker Prize winner. "Few careers outside show business have encompassed such vivacity, such bravado, such adulation, such immodest rewards- in short such sexiness." - Richard Askwith. The Evening Standard :ES Magazine "Peter was a key figure at the birth of what became known as Alternative Comedy. Because of that I am very grateful to him. Hence this quote, highly recommending a book I haven't read. But it means I don't have to buy a policy." -Ben Elton

Peter's book is a marvellous rollercoaster tale of a life well lived. He delivers wisdom, jokes and empathy in equal measures. His experiences range from founding the Comedy Store, managing a chart topping pop group, to selling the world's biggest life policy for \$100M -from a cold call. I heartily recommend it to anyone interested in business- or indeed life." -Luke Johnson, Chairman, Risk Capital Partners and FT columnist.

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Customer Reviews

I had the great pleasure of hearing Peter speak in 2000 and he had a massive impact on my insurance sales and business. He would have to be the most passionate sales person I have ever seen. I purchased several of his books to give to colleagues and clients as well, and they were just as impressed as me. Grab a copy why you can implement his ideas and watch your sales skyrocket, This is not just for insurance advisers but anyone in sales who wants to increase their income and have loads of fun doing it.

I was so impressed with this book (I finished it in three days) that I felt I had to source Mr Rosengard's email address to congratulate him. As a review, I am publishing my response below. Dear Mr Rosengard, You invited my work colleague to breakfast with yourself last Tuesday and he spoke so highly of his encounter that I decided to purchase your book from . When it arrived last Thursday I thought I would take it down to Battersea Park at 18:00 and read the first bit in the sun for half an hour to see if I thought I would enjoy it. I next looked up due to noticing a drop in the ambient temperature and a darkening of the sky. It was 21:30! I'd been absolutely gripped by your book, so much so I'd finished it by Saturday morning (it was perfect company for a two hour train-ride to Birmingham!). I just wanted to write to you to both thank and congratulate you on not only a wonderful book, but a wonderful life. Your book has reminded me that talking to strangers isn't the crazy taboo that corporate London has made it (I'm from a village originally where talking to strangers is not only welcomed but expected!) - I'm saddened to realise that I've lost the want to talk to strangers but your book has inspired me to rekindle that love of it. Your book struck the perfect balance of making me laugh, reflect and imagine all whilst being constantly amazed at the things you have managed to achieve just by making connections with others. As a young man at the tender age of 23, I now realise just how important (and fun) networking can be and I will endeavour to do much more of it moving forward. If I can have just a slither of the excitement you have had in yours, I would class mine as a life-well-lived, too!

I have never written a book review before. But then the unique genius of Peter Rosengard is that I had also never bought life insurance before - until having met him. So now I'm considerably

wealthier dead, as well as if I contract a critical illness - and I have also had the joy of reading probably the funniest book since Howard Jacobson's *Kalooki Nights*. It is not only 'unputdownable', but is more importantly beautifully self-aware, painfully revealing and ridiculously funny. And it is quite simply, brilliantly written. A wonderful irony is that the book celebrates a life focussed on selling wealth upon death, but yet through telling the most wonderful stories of a really action-packed existence, inspires the reader to live a truly full and rich life..

Wow what a read. The second time around. Peter's travels, situations bright mind and unbridled enthusiasm are all contagious. Enthusiastic "Ethos" from within his mind and heart comes a beautiful written story of a life's road map that is extraordinary. Learn how to be in the life insurance business, learn how to climb and close more sales, but finally look at your life and fill your bucket list and learn how to have a brilliant life. Peter thank you again for taking your time to share with so many

Benjamin, USA

Peter Rosengard is truly a unique individual. The book portrays a life well lived, with a diverse collection of anecdotes charting the adventures of an incredibly tenacious and gregarious person. *Talking to Strangers* opened my eyes to another perspective on life in which confidence, persistence, and a little bit of luck mean that anything is possible.

Peter Rosengard has written a memoir that is funny, heartfelt, humane, tinged with sadness but most of all full of life. It whisks you through the ups and downs, with some sideways movement of a life full of surprises. It has laughter and tears reflecting the events that have befallen Peter. From gaining a world record to moving steel across the Atlantic whilst building a career on breakfast he has tripped the light fantastic. I recommend this tome wholeheartedly.

Not being the biggest reader, I have to say that I found this book to be incredible and so gripping, I finished it over a weekend and found myself up at 3am glued to it. It's full of hilarious stories that you just simply couldn't make up. From gifting a lavatory to royalty, standing by the gates of the palace (and there's photos too!!), to the story of how he pioneered a twist on "the twist" dance. A story that for the first time in a while, had me laughing at a book. Peter Rosengard has truly lived.

Peter Rosengard is my hero after reading this book. I have had the privilege of speaking to this wonderful man. His charm and contagious enthusiasm for life has changed me forever. I've never

seen him talking without smiling. He told me "if you see somebody without a smile... give them yours"

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