



# HUMOR, IMPROVISATION, POSITIVITY POWERFUL SALES TOOLS

## Lecture and Workshop Solutions

With Jessica Kirson and Bernie Furshpan

## Introduction

Jessica Kirson and Bernie Furshpan team up to give your sales team a shot in the arm to boost their sales potential with powerful communication tools from combined experiences in multiple industries. Jessica brings to the table experiences and training in psychology, sales and comedy. Bernie brings to the table experiences in medicine, sales and marketing. Together, they offer a robust presentation to any sales force hungry to make a breakthrough.

## The Premise behind the Presentations

It is a well-known fact that both humor and improvisational skills gives sales people an edge to set them apart from the crowd of any sales force. It affords any sales rep a level of confidence and flexibility that maximizes sales potential like no other skill sets.

For the most part, prospects listen and admire salespeople with a good sense of humor. Humor breaks down walls and barriers and establishes a friendship quickly. It almost completely eliminates skepticism because of the trust that is naturally developed in friendship. A friendship is an agreement that both parties have common interests and seeking a win-win relationship.

Sales scripts and canned presentations seem the norm for most sales teams. It is necessarily true that this is the best way to go. In fact, many sales are lost when the salesperson is unable to go "off the script." This is not to say that practicing and rehearsing are bad. Proper preparation and knowing what key phrases to say are important. However, prospects want more than hearing a pitch. They often ask questions that a salesperson is not quite prepared for.

Learning and understanding the use of improvisational skills allows a salesperson to be creative. If a prospect throws a question or idea that a salesperson is unprepared for, improvisational and humor creative skills produces a response that is quick, witty and confident. Prospects are

impressed and respect the response. The inability to think on one's feet creates a poor image of the sales rep, that they are lost – and do not inspire confidence in the buyer.

The second core skill of improvisation is listening effectively. This alone allows the sales rep to learn more about the prospect and close more sales than any scripted presentation can offer.

Improvisation and humor skills are all about positivity and the willingness to take risks. This mental frame of mind draws people like magnetism to the sales. The willingness to take risks will carries a sales rep through cold calls, introductions, presentations, and the close.

## Itinerary

### Lecture Presentation:

- Jessica Kirson talks about developing humor skills with her comedy writing techniques and presentation techniques she acquired in psychology, sales and comedy. Jessica's professional comedy experiences gives an edge to the training that non-professional comics cannot offer. She will entertain and teach skills to build confidence in professional salesmanship.
- Bernie Furshpan talks about developing sales techniques that are out of the box and powerful with technologies, including, but not limited to, Neurolinguistic Programming, Reframing, eye contact and techniques, body language, and more. He will present his version of sales from the inside of the healthcare industry and offer insightful material based on his own experiences.

## Workshop Program:

- Both Jessica and Bernie will be taking the sales team through exercises that enlighten the participants about what goes on behind the scenes when salespeople try to “sell” products. It’s a fun and entertaining way to develop confidence in improvising and using witty humor to break the ice and complete a sales presentation cycle with a “close.” The material covered is similar to that of the lecture presentation with the added exercises to hit home the concepts and premises behind effectively closing deals and to increase the enjoyment of sales to the sales team. Participants leave with a heightened level of confidence to take the risks that close deals and tools with longevity to last through their entire sales career.

## Fees

- Lecture: Two Hours : Starts at \$5,500 plus travel, room & board
- Workshop: Five Hours : Starts at \$10,000 plus travel, room & board
- Optional Custom-tailored presentations and packages available as well

## JESSICA KIRSON

Jessica Kirson's unique style and captivating stage presence captures the attention of audiences and club bookers everywhere she performs. Her wide variety of characters brings a diverse energy to her routine.

Once you have seen her amazing talent, it is easy to understand why she was selected to perform at the Hamptons, Toyota, Marshall's Women in



Comedy, Comedy Central's South Beach and HBO's Las Vegas comedy festivals. She has been featured on various television shows, including, Comedy Central's "Premium Blend" and "Fresh Faces," Nickelodeon's "Sixth in the Suburbs," Noggin's "LOL," VH1's "Awesomely Bad" Shows, Oxygen's premier game show "Can You Tell?," Bravo's "The Great Things About Being," The Women's Television Network's, "She's So Funny," NBC's "Last Comic Standing" Seasons 2 and 3, NBC's "Last Call With Carson Daly", and, "The Tonight Show with Jay Leno". This fall she can be seen on Showtime's, "White Boyz in the Hood". Jessica performed at The Stockholm Comedy Festival in the fall of 2009 and her character voices can be heard in early 2010 in Nickelodeon's "Bubbleguppies." Jessica produced the LOGO Special, "My Cookie's Gone." and LOGO's New Now Next Best of 2009. Jessica was voted "Best Female Comic" in NYC by the MAC Association.

## Bernie Furshpan

Bernie has over twenty-five years of public speaking. He was president of a local Long Island Toastmasters group when he was in college and conducted his own public speaking workshop to over 400 students at a time. Over the twenty-five years, he has produced and facilitated many seminars and workshops, and invited as a keynote speaker to dozens of healthcare professional conventions.



Most of the topics he has presented were in the subject of marketing and sales, in and out of the medical practice. He has trained doctors and their staff, mostly in the Northeast, and provided workshops to thousands of office staff members of hundreds of practices.

Bernie has been involved in the comedy and entertainment business since 2005, and combines wit and humor to his presentations and training.