



# Talking to Strangers: The Adventures of a Life Insurance Salesman

*Peter Rosengard*

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## **Talking to Strangers: The Adventures of a Life Insurance Salesman** Peter Rosengard

"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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