



# robin kermode

## How to Sell without Selling

Selling is not about selling yourself, and it's not about selling someone something they don't want. It's about providing a solution to someone's need.

Robin's keynotes are unique.  
No slides. No jargon. Just clarity.

In this keynote speech, Robin explains **HOW TO SELL WITHOUT SELLING**. It's the difference between either being too pushy and annoying, or listening, advising and building trust. It will be transformative, instantly actionable and highly entertaining.

Selling is not about selling yourself, and it's not about selling someone something they don't want. It's about providing a solution to someone's need. It's not always about selling a product. It could just as easily be about selling an 'idea'.

We must learn to build rapport quickly and easily, to make other people feel 'safe' and 'comfortable' around us. It's about building meaningful relationships.

Robin has decades of experience as a global keynote speaker, actor, and communication coach to senior business and political leaders. He is a respected media commentator, a leading body language expert for The Telegraph, The Guardian and Daily Mail, a best-selling author, and host of The Art of Communication podcast with over 1,000,000 downloads.

He blends razor-sharp insight with laugh-out-loud humour to leave everyone thinking, 'That was the best session of the day.' Robin's keynotes are packed with practical tools that audiences can use immediately. He doesn't just talk about *How To Sell Without Selling*, he demonstrates it. No jargon. No slides. Just clarity, and a gentle dose of British charm.

*"Robin's insight is extraordinary.  
He is clearly Europe's leading  
Communication coach."*

BBC RADIO

*"Audiences laugh, learn, and leave  
inspired. And organisers know they're  
in safe hands."*

REMAX EUROPE



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