

About Paul Karasik

Paul Karasik is one of the leading consultants in the financial industry. Paul has devoted 18 years helping financial professionals achieve their goals. He is President of The Wholesaler Institute, a sales and management training and consulting organization dedicated to increasing financial product sales. The Wholesaler Institute specializes in Value-First™ wholesaling systems. Paul is also President of The Business Institute, which helps financial advisors and insurance professionals sell and market their products and services more effectively.

He is the author of eight books, including *Mastering the Art of Wholesaling*; *22 Keys to Sales Success: How to Make It Big in Financial Services*, co-authored with Jim Benson; *How to Market to High-Net-Worth Households*; *Seminar Selling*; *How to Make It Big in the Seminar Business*; and *Sweet Persuasion*.

His articles appear regularly in leading financial industry publications including Registered Rep, National Underwriter, On Wall Street, Investment, Investment Advisor and Financial Planning. Paul is the Founder of the American Seminar Leaders Association and is a frequent keynote speaker at top producer meetings and conferences including Million Dollar Round Table.