

Bio for Business Professionals

About Paul Karasik

Paul Karasik is one America's leading sales and management consultants. He is the president of The Business Institute, a sales and management training and consulting organization. Paul has devoted 18 years helping America's business professionals achieve their goals. He is the creator of eight sales and management programs.

Paul's client list reads like a *Who's Who* of American business. His client list includes Prudential, Mercedes Benz, AT&T, IBM, New York Life, and Shell Oil.

Paul is the author of four all-time business classics: *Sweet Persuasion* and *Sweet Persuasion for Managers*, published by Simon and Schuster and *How To Make It Big in the Seminar Business* and *Seminar Selling for Financial Services*, published by McGraw-Hill. His most recent books are *Brilliant Thoughts* and *How to Market to High-Net-Worth Households*.

He is a frequent speaker and seminar leader at management conferences and advanced sales and marketing programs both nationally and internationally.

Paul is the Founder and President of the American Seminar Leaders Association.