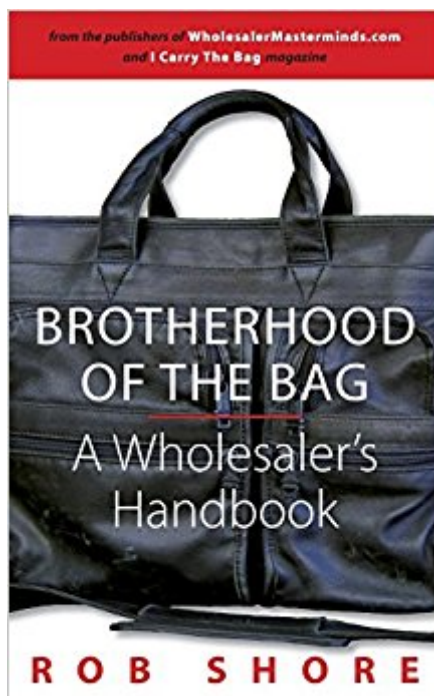


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# Brotherhood Of The Bag, A Wholesaler's Handbook



## Synopsis

Of the precious few books ever written about the specialized craft of financial services wholesaling, even fewer have been written by someone who has actually carried the bag - until now. Brought to you by the publishers of WholesalerMasterminds.com and I Carry The Bag magazine Brotherhood Of The Bag, A Wholesaler's Handbook is designed to be a reference manual used to take you from being a good wholesaler to a great wholesaler. Written for both the seasoned veteran and the newest up and coming star, Brotherhood Of The Bag is divided into four main sections: The Wonder Years - addresses the formative time at the start of a wholesaler's career. Increasing Your MQ - Memorability Quotient™ - helps you stay out of the choppy, nauseating Sea of Sameness that can sink any wholesaler's career. For Great Wholesaler's Eyes Only - is the section on advanced wholesaling tactics that only the truly great wholesaler will put into practice. Will You Survive The Wholesaling Marathon? - gives sound advice for those that wish to make wholesaling a profession that will last a working lifetime. Brotherhood of the Bag, A Wholesaler's Handbook has 114 separate stories for you to read, highlight, dog-ear, bookmark and reread time and again.

## Book Information

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## Customer Reviews

Rob Shore has over 30 years' experience in Financial Services, with 25 of those years spent in Distribution. His proven background in corporate America has provided him with a reputation as a leader who has been recognized for innovation, results, creativity, and, most importantly, extraordinary sales success. Rob was part of the "new wave" of brokers in banks circa 1987 and he cut his wholesaling teeth at OppenheimerFunds where he helped build

Oppenheimer's early entry into bank distribution and as one of the channel's founding wholesalers and where he maintained the #1 wholesaling rank for four consecutive years. Later, as President of Allstate Distributors, L.L.C., he led the activities of cross-channel product distribution and marketing that produced over \$30 billion in top line sales and achieved 30% annual compounded sales growth. Today he is the CEO of shorespeak, L.L.C., which publishes WholesalerMasterminds.com, the defacto online destination for financial services wholesaling professionals, and I Carry The Bag magazine, the official magazine of wholesaling. He is a frequent speaker at national sales conferences and divisional meetings and spends most days coaching his private and group wholesaling and leadership coaching clients.

If you are a wholesaler and you are not reading this book you are missing the best idea book I have ever read directed towards our profession. I have purchased copies for my internal partners. This book will truly make you a better wholesaler. The ideas and tips also apply to anyone who serves clients and needs to market themselves.

Extremely impressed with the readability, and quick thoughtful ideas in the book. I found it very useful and frequently use it for reference.

excellent book for financial services wholesalers. Rob brings great experience and knowledge to this book. He is one of the best at his craft.

Great resource for wholesalers from novice to expert. Not only does the book challenge you on your day to day responsibilities, it provides great insights and resources to help you better build your personal brand. The sections of short, great for when you have a few minutes before boarding the plane, the content is up to date, and the knowledge you will learn will help you save time and make money... WHAT ELSE CAN YOU ASK FOR!

I absolutely loved this book. There are so many good ideas here that any wholesaler, not matter their level of experience or time on the job, will benefit from this book. I'm purchasing my second copy today so I can have one at home and one in the glove compartment of my car. If I have 3 minutes between meetings I can open the book and pick up a quick idea that I might be able to utilize in my next appointment. Thank you Rob for putting this great piece of work together.

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