



Alan Parisse

Rising from garbage collector to Wall Street executive, Alan Parisse uses his diverse life experience to deliver relevant messages on leadership, sales, and cycles of change to executives, managers, marketing and sales teams throughout the world. Alan's audiences benefit from his sound business judgment, hard won expertise and practical solutions for dealing with reversals and taking full advantage of booms. He is an expert in change, leadership, selling and sustaining success.

Combining insight and wit to penetrate the complexities of today's marketplace, Alan has been a guest lecturer at the Stanford Business School, UC Berkeley Graduate School of Business, UCLA Graduate School of Management and the University of Pennsylvania Wharton School of Business.

The first and only speaker to come out of the investment business to be inducted into the National Speakers Association's Hall of Fame, his expertise, consistency, and client-centric focus led *Successful Meetings Magazine* to name Alan "One of the Top 21 Speakers for the 21st Century". An accomplished author, Parisse's ideas have been quoted in numerous business publications, including: *The Wall Street Journal*, *Business Week* and *Barron's*.

Alan has written and co-authored numerous books and audio programs including: *This Is Your Time*, *Taking Charge: Lessons in Leadership*, *The Great Salesperson*, *Questions Great Advisors Ask*, *101 Best Marketing Ideas* and *The Real Estate Investment Pocket Guide*.

Parisse's articles have appeared in numerous publications, including *Executive Excellence*, *Advisor Today*, *Medical Product Sales*, *Life Insurance Selling*, *Financial Planning Magazine*, *Pharmaceutical Representative*, *The Stanger Investment Advisor*, *The Real Estate Review* and *The Bank Investment Representative*.

Now a lifetime away from his garbage collection days, Alan works with the very best in financial services, healthcare, real estate, technology and more. Alan Parisse is the proven master, making lasting contributions to companies and industries undergoing major transitions throughout the world.

Speech Topics

Thriving In Turbulent Times

"Thriving in turbulent times starts with an understanding that the problems we make are almost always worse than the problems we have. Our reaction to problems frequently creates more difficulty than the underlying problems themselves."



The Great Salesperson

"Some people say 'people are people and selling hasn't changed'. But it has. Technology has transformed manufacturing, finance and distribution. Now is the time to reinvent selling."

Shift Into High Gear

"Ride a bicycle downhill long enough and we think we're great athletes. Then we hit an uphill and realize we're out of shape. So we put it in low gear and plod up the hill. Do what bicycle racers do. They stay in low for most of a hill, but before the winners reach the top, they shift into high, pop out of their saddles and pump hard. That's how you win the race."

This Is Your Time

"Despite the challenges in the world – and to a considerable extent because of them – this is the time to renew and rededicate yourself to the important work. Look at a list of great U.S. Presidents. Now there is a list of peace and prosperity Presidents, right? Wrong! Greatness requires something significant to push against. This Is Your Time."

Questions Great Financial Advisors Ask...

QUESTION #180: Do you know what you should do? It's the questions you ask, not the presentations you make, that spell long-term success for advisors and clients alike. Advisors who ask the right questions, listen to the answers and use their clients' success as their own measure of achievement will: dramatically boost money under management, significantly increase average account size and create clients for life who eagerly refer others. Ask the right questions and gain clients for life!

The New Face of a Leader

"The traditional sources of power have disappeared or diminished. Today's leaders must re-evaluate their style and master new sources of influence. Lasting success will come to those leaders who inspire new ways of thinking, being and acting."