



Bill Bachrach, CSP, is considered to be the industry's leading resource for helping financial professionals make the transition from being sales people to being Trusted Advisors. In January of 2001 the readers of Financial Planning Magazine named Bill Bachrach as one of the four most influential people in our business.

Bill is the author of the best-selling book *Values Based Selling: The Art of Building High-Trust Client Relationships for Financial Professionals*. He is the creator of the "Values Based Selling Mastery System" and the "Values Based Selling Academy" and the "Trusted Advisor program for top producers".

Top producers invest \$19,500 to be one of 30 people in a one-year personal coaching program with Bill Bachrach. He conducts the "Values Based Selling Academy" twice per year and he has a daily accountability and weekly mentoring program called the "Being Done Study Group".

His third book, *Values-Based Financial Planning* teaches consumers how to align their financial choices with their personal core values and how to make the best decision about doing it themselves or hiring a Trusted Advisor.

His latest book, *It's All About Them: How Trusted Advisors Listen for Success*, co-authored by Steve Shapiro, is a practical hands-on guide, and a valuable resource for all financial advisors, company leaders and managers in the financial services industry who want to strengthen their listening skills and increase their success.

"Values-Based Selling" and "Values-Based Financial Planning" are widely acknowledged as the only proven, transferable methods for teaching financial professionals to predictably build high-trust client relationships. Many people and books talk about the importance of creatin...

Bill Bachrach

Speech Topics

- ☐ Sales
- ☐ Leadership

