

# 401(k) Sales Champion

A Guide For Financial Advisors  
To Acquire And Retain 401(k) Plans®

by: *Christopher H. Barlow and Stephen D. Wilt*

3<sup>rd</sup> Edition

## **Testimonials for *401(k) Sales Champion***

Thank you for writing *401(k) Sales Champion*. I purchased the book to reinforce my prospecting system and become more knowledgeable in the retirement plan business. A year ago I implemented the system discussed in the book, and since then I have acquired approximately \$5 Million dollars in retirement plan assets and have a drip marketing campaign contacting over 900 plans in my territory.  
JE, Financial Advisor, Short Hills, NJ

There's never been a book like *401(k) Sales Champion*. I wish I'd had it fifteen years ago, when I was just starting my career.  
JM, Investment Advisor, Houston, TX.

Reading *401(k) Sales Champion* and starting the 401(k) project has been therapeutic. It's keeping me focused on the future and not the present.  
JP, Financial Advisor, Cincinnati, OH

I have a team of 6 people and we focus predominately in 401(k). I found your book to be right on the mark. I am having all of my team members read it!  
BO, Financial Advisor, Chicago, IL.

Financial Advisors that read your book seem to stay excited and focused on pursuing 401(k) plans.  
DY, Wholesaler Nashville, TN.

Your book has been a real inspiration to me. I have developed and implemented a plan of attack. I am optimistic about the future.  
AE, Financial Advisor, Waukesha, WI.

The book is required reading for all of my wholesalers.  
BF, 401(k) National Sales Manager, Chicago, IL.

I believe this book will be of great assistance to financial professionals, from people who are just getting started in the 401(k) business, to the experienced 401(k) salesperson that just needs a boost.  
VM, Financial Advisor, Stamford, CT.