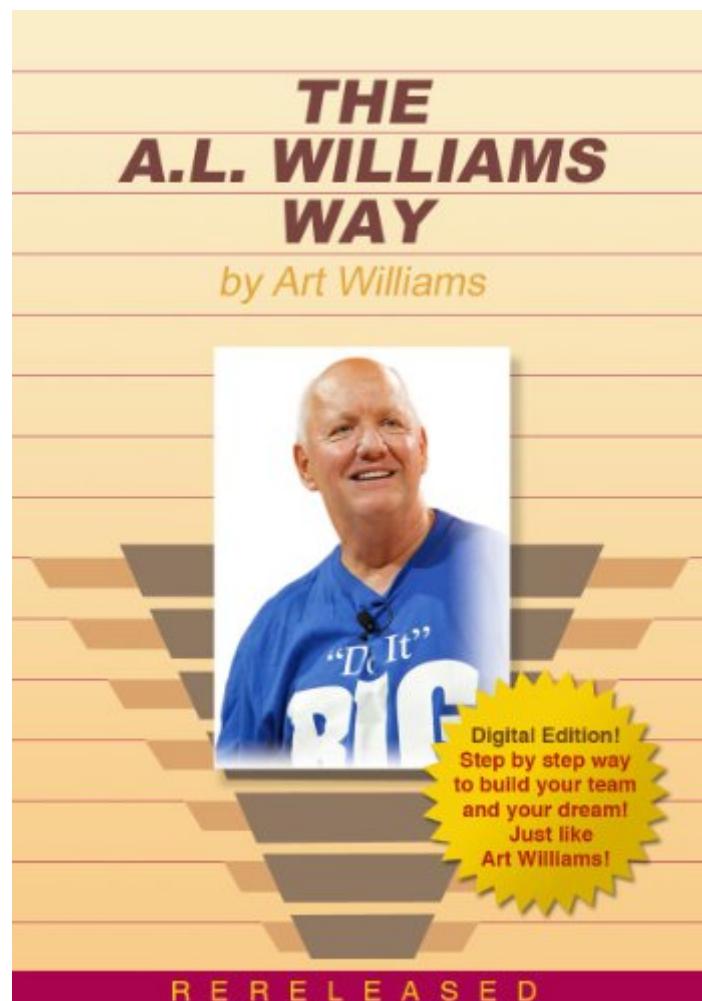


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The A.L. Williams Way



Synopsis

Originally published in 1984, the A.L. Williams Way was created to serve as the definitive guide on how to create, operate, and grow your A.L.Williams business within a business. Well, it worked! This incredible digest guided the creation of an absolute giant in the financial services industry, and created an unprecedented number of millionaires and financially independent families. It's all right here! From Art Williams' fundamental philosophy for building a successful team, to setting up your office, to creating a winning recognition system, this is the original wisdom that is as true today, as the day it firstrolled off the presses. This volume will stay an arms length away for your entire career, so enjoy the original A.L. Williams Way and....Go Go Go!

Book Information

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Customer Reviews

Great book Art Williams is the Man! This book is a blue print for a great business. He has a way of explaining things that makes it real to me and attainable. If Art can do it we all can do it. Thanks Art for you knowledge and encouragement.

While much has changed in culture and in Primerica (formerly known as A.L. Williams), this book remains almost timeless as it's based in sound fundamental principles and human psychology. It's an essential definitive guide for all Primerica reps on how to build their business. Those outside Primerica will also find it immensely valuable as many of the principles taught are fundamentally sound business principles and management principles. I personally found the section on prospecting helpful as the ways he teaches are much more comfortable and effective than traditional cold-calling. He teaches you ways to prospect that are effective and give you an unlimited number of prospects while eliminating the need to cold call. I can't recommend this book highly enough!

The cost of this book is a steal. Just halfway through the book and i realize how brilliant this guy is.

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