

Sol Hicks

Bio

If you are familiar at all with the life insurance business you know the name Solomon Hicks. He is an internationally sought-after speaker, career coach, and consultant. With 50 years in the business, Sol is showing no signs of slowing down as he continues to add exciting and inspiring chapters to his already remarkable life. Most recently he launched Hicks Global Enterprises, Inc. and added “Author” to his resume.

For more than three and a half decades, Sol Hicks was an agent with Prudential Financial. He is one of only two agents in Prudential’s 130-plus-year history to have won the President’s Trophy Award—that company’s highest honor, given to its number one agent—a staggering seven times (To put that deed into perspective, it should be noted that it took more than 25 years for the other seven-time trophy winners to accomplish this feat, while Sol’s effort took him just 10 years). He has received the President’s Citation Award 21 times.

In addition to that, Sol Hicks is a life and qualifying member of the Million Dollar Round Table for 35 years (MDRT), a 23-time COT qualifier, and a TOT qualifier for 23 consecutive years—many done within the first month of the year! He was the General Agents and Managers Association’s Agent of the Year in 1998, 1997, 1996, and 1995.

Sol Hicks is the author of three books. “Wise Guys Finish First,” is an autobiographical portrait of over-coming incredible obstacles to get to the top. In “The Secret Life of a #1 Salesman,” Sol shares the mindset, values and daily disciplines that led him to his great success and Making Disciples where he will show you how to move up and stand out in a world where the power to move products is increasingly dependent on your ability to move people. Sol has been married to his wife Carol for 58 years. He proposed to her the day he met her. She turned him down that day and every day for 84 days after that. She finally accepted on the 86th day and they were wed just four days later. “I consider Carol my first successful sale, and the toughest one. I’m not intimidated by a ‘no.’”

Believing that success is not only attainable but transferable, Sol spends much of his time mentoring more than 150 agents worldwide, including his daughter, Cynthia, who joined him in the business. Cynthia is a 8-time MDRT qualifier, 2-time COT qualifier, and a 2-time TOT qualifier.

