



5-Habits of **Highly-Effective Salespeople**

taught by
Dr. Bruce Lund



Introduction

Backed by years of training and studying top producers, along with statistical analysis, we've identified 5 habits that successful entrepreneurs possess.

“I need a system for that!”

Have you ever said that to yourself? Most salespeople have the skills, but often lack systems to help them reach their full potential as a small business owner.

We’ve got a system for that!



**Pitch into
Money**



**Proactive
Prospecting**



**Folow-up-
to-Close**



**New Client
Onboard**



**Status sells
marketing**

H1: Opportunity State

Pitch into Money

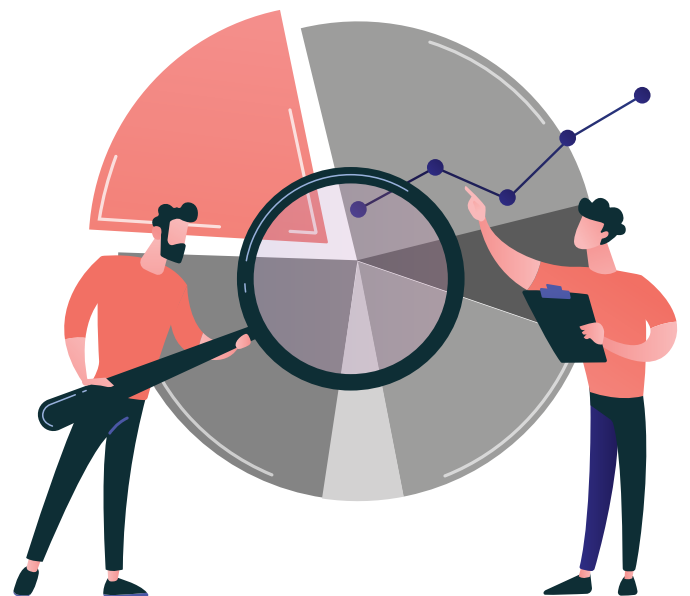
People don't buy what you do, they buy why you do it. There are 6-parts of a world-class opportunity statement to master so that you never commoditize yourself again in any first convo.



H2: Selling System

Proactive Prospecting

How many leads a week do you need to hit your KPI's? Who's your target market? How are you setting up and conducting first appointments? Sales is a game of probability we'll help you win.



H3: Follow-up

Follow-up-to-Close

to have great branding, you also need to be great at what you do. You will learn the 10-ingredients that every successful entrepreneur possesses.



H4: Customer Experience

New Client Onboard

We believe every one deal should be worth 5.7 additional deals. Our 90-day onboarding process client will help you get the 3-rewards from business:

- 1) Reviews
- 2) Referrals
- 3) Retention



H5: Entrepreneur Spirit

Status sells marketing

Motivated buyers use the first person they talk to 67% of the time? This is why “status sells.”

Our 3x1 marketing system will help you dominate the attention of your database while attracting new interest.



Interested in Coaching?

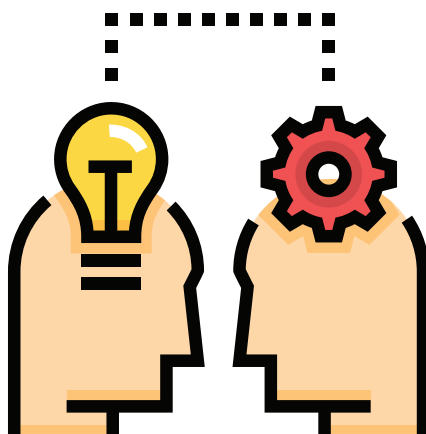
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bruce@90daysales.com