



for **Teams**



Sales Onboarding & Training

A program to get professionals ready to produce faster through consistent, ongoing sales training.



Real Estate



Mortgage



Insurance



Title



Financial Services



Banking

THE VISIONARY

About Dr. Bruce

For over a decade, Dr. Bruce Lund has trained thousands of professionals all over the country.

His coaching journey began as a 25-year old career author and speaker to young professionals. Bruce earned a PhD in Human Performance at age 29, and was hired as program director and professor in the Texas A&M System.

Dr. Bruce takes pride in his versatility of coaching top one-percenters, brand-new salespeople, and everything in-between. He does this through a "heart of a teacher" approach using his PhD in behavioral science to accelerate business growth in a fun, dynamic way.





Accelerate production of new hires and productivity of seasoned salespeople through systematic training in sales, service, and marketing. Let us be your **90-Day Sales Manager™** through daily accountability, weekly benchmarks, and monthly evaluations.

PROGRAM BREAKDOWN

Every user gets a unique login to our training platform and accountability system.

30

minutes of training
Daily virtual training content and exercises.

60

minutes of coaching
Weekly LIVE coaching with Dr. Bruce.

90

minutes of production
Proactive prospecting 5x per week.

120

hours of accountability
Weekly coaching. Daily training & production.

ACCOUNTABILITY TOOLS

80% submission rate required for graduation and certification



90-DAYS OF VIRTUAL TRAINING

15 minutes per day (desktop or app)



WEEKLY VISION BOARD

Planning for success starts on Sundays



90-DAY WORKBOOK

Industry specific examples & exercises



WEEKLY MENTAL MAP

Map out the most important projects or tasks



90-DAY SALES PLANNER

Day-by-day sales activities



MONTHLY SUCCESS TRACKER

Measuring qualitative & quantitative progress



90-DAY SALES APP

Easily report daily sales & marketing activities



MANAGER DASHBOARD

Weekly report of scoreboard & course completion

LIVE TRAINING

Orientation: Half-Day Kickoff

Onboarding Week: The 4-Hour Workday

MONTH 1 SALES

- Week 1: Opportunity Statement
- Week 2: Habit 1 Industry Mastery
- Week 3: Perfect Your Prospecting
- Week 4: Habit 2 Industry Mastery

MONTH 2 SERVICE

- Week 5: Fight Club Follow-Up
- Week 6: Habit 3 Industry Mastery
- Week 7: New Client Onboarding
- Week 8: Habit 4 Industry Mastery

MONTH 3 MARKETING

- Week 9: Status Sells Marketing
- Week 10: Habit 5 Industry Mastery
- Week 11: Course in Confidence
- Week 12: Graduation (Test Out)

TRAINING OUTCOMES

Entrepreneur training to master the 5-Habits of Highly Effective Salespeople



TURN YOUR PITCH INTO MONEY

People don't buy what you do, they buy why you do it. Explain what you do to attract business.

LEAD GEN & SELLING SYSTEM

Lead generation tied to a proven selling system for improved accountability and consistency.

FOLLOW-UP SYSTEM

Follow-up system & Trigger Methodology to increase lead to close percentage.

CUSTOMER EXPERIENCE

Qualified referrals based on a unique customer service experience and system.

MARKETING SYSTEM

Shift in mindset to treat every aspect of the sales process with an entrepreneurial spirit.

"We believe trained people always out-perform untrained people. It's not uncommon to double productivity within 3-months of completion."

PROGRAM PRICING

Individual Pricing

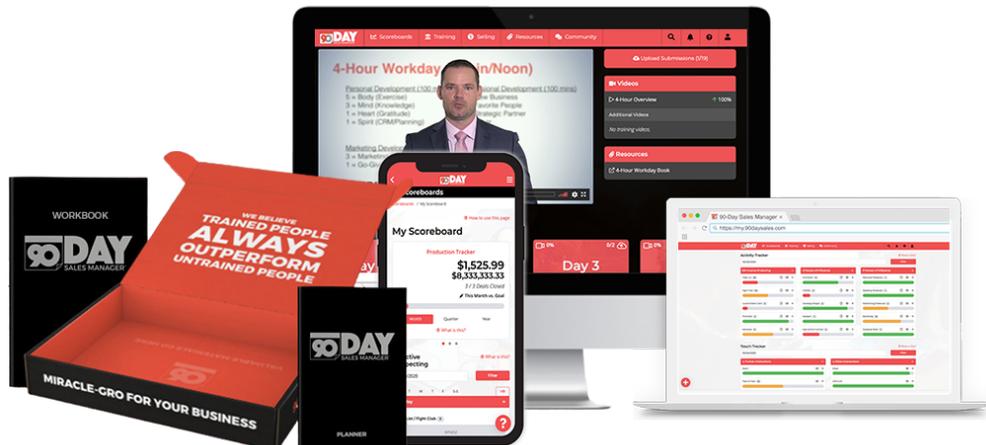
\$600/mth

or \$1,500 at signup.

Team or Company Pricing Options

*Contact us about group pricing for your team or referral partners.

TRAINING RESOURCES





“ The 90 day sales program has had a tremendous positive impact on my business. Bruce helped show us how to focus on high value activities that have helped me to grow my business I have the confidence now to get out there and go for it! Bruce's knowledge and expertise are hands down top notch. He has great understanding of the sales process and what it takes to get the job done. I would recommend you taking 90 days to invest in yourself and your business.

” **Kelsi Fish** Executive at Chicago Title

“ Bruce's sales philosophy, coaching methods and mentorship program has changed how we view building relationships and growing a business. His coaching approach and the perspective he applies is unique and is what sets him apart from other coaches throughout the country. if you're someone that has the drive and comittment to grow your business, Bruce's 90 Day Sales Manager will elevate your levels extremely quickly.



” **Mark Shay** Area Manager at Fairway Mortgage

“ I've worked with bruce for nearly two years. His approach is very detailed and professional. Bruce has the heart of a teacher, and brings his PhD background to the sales training world. He is precise and on point with his sales message. He provides company leaders with reporting tools to keep everyone on the same page along with weekly assessments of our agents. If you are seeking a strong, detailed training program for your new talent then Bruce is your guy.



” **Dan Elam** Owner at Elam Real Estate

“ Being a rookie Loan Officer comes with a lot of anxiety and stress. With the 90 Day Sales platform, I have been able to put a ton of structure and productivity to my day. Not only has my short term production increased during the program, but I have been able to put together processes to ensure long term success. Thank you so much Bruch for all your help and for this program!



” **Christy Whaley**

Loan Officer at American Pacific Mortgage

“ Bruce Lund and his 90 Day Sales program create a boost in production and a different way of thinking. As a sales professional it's easy to have the ideas but until you follow through with them you don't see any improvement. 90 Day Sales Manager, forces you to be accountable on a daily basis which leads to an immediate increase of sales. I have been through other coaching programs and this one is far more intense, it's because of that intensity you see so much growth. I will be recommending this training program to all of my new hires. Thanks for all the help Bruce!



” **Ryan Liebelt**

Sales Manager at Fairway Mortgage



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