



Book Bruce

Speak. Coach. Train. Lead.

Companies & Associations featuring **90-Day Sales** to grow business



Bruce Lund, PhD

Expertise: Human Performance

Dr. Bruce Lund has trained thousands of professionals all over the world using his "heart-of-a-teacher" approach on sales and management.

Bruce earned a PhD in Human Performance at age 29, and was hired as one of the youngest ever program directors in the Texas A&M System. His academic work has been featured in scholarly journals, and his dissertation is one of the largest studies on leadership of collegiate student-athletes.

Bruce turns salespeople into solopreneurs and managers into coaches through intense but fun & positive training. He's spoken on some of the largest stages specific to banking, insurance, and financial services including the Million-Dollar Roundtable annual meetings in Los Angeles and New York City.

Come see why Bruce is being called "the next generation coach."

www.brucelund.com

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Keynote Topics (45-Mins or Less)



1) RESPECT: The Missing Ingredient from KLT

We've all heard that people do business with those they know, like, and trust. But did you know studies show respect is most important of all? Bruce will break down the science of respect to help you command it in all areas of your life. This presentation will increase confidence in yourself, your story, and who you do business with.

2) INTENTIONAL CONGRUENCE

Want to build a business that serves your life vs. runs your life? Intentional congruence was already one of Bruce's hottest topics prior to COVID. Now it's more relevant than ever. Come learn how to be a "lifestyle entrepreneur" by doing the things you enjoy, with the people you enjoy. All while being more effective in your daily productivity.

Most Popular (Half/Full-Day Training)

1) Turn Salespeople into Solopreneurs

The solopreneur movement is here to stay. Empowering your salespeople to embrace this mindset will help them take ownership of their sales, service, and marketing systems.

The **5-Habits of Highly Effective Solopreneurs** have proven to drastically increase sales, and overall productivity of salespeople. These fundamentals will force salespeople of any experience level to deep-dive into the most important areas of their business.

- ✓ Unique Belief Proposition System
- ✓ Proactive Prospecting System
- ✓ Fight Club Follow-Up System
- ✓ New Client Onboard System



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2) Turn Managers into Coaches

The coaching movement is here to stay. Teaching your managers to think and behave like coaches embrace will help them pull the potential out of your salespeople.

Never before has been so important to tap into the WHOLE salesperson to keep them inspired and motivated. **Great coaches do 3-things for their players:** (1) Make them have conversations they may not want to have; (2) Motivate them to do things they may not want to do; (3) Help them become something they never thought they could become on their own.

- ✓ How to think like a championship coach
- ✓ How to train & retain your talent
- ✓ How to recruit top talent
- ✓ How to build a culture that consistently wins
- ✓ How to have crucial conversations

managerintocoach.com

Breakout Sessions (60-90 Minutes)



1) The 4-Hour Workday

There's no such thing as time management only "me" management. This timeblock system is changing lives personally & professionally.

- ✓ Learn how to be in the top-5% by being proactive by noon daily
- ✓ 90/90-minute personal and professional time-block
- ✓ 30/30-minute marketing and operational time-block

2) Turn Your Pitch into Money

Learn how to attract motivated buyers who fit your filter so you never have to compete on price or commoditize yourself again.

- ✓ Drastically increase confidence in yourself and your services
- ✓ Find, package, and sell your individual and company "special"
- ✓ We'll help you develop a 5-10 word tagline married to your story

3) Perfecting Your Prospecting

Less than 5% of salespeople are proactive in their prospecting. Avoid the sales rollercoaster through intense & fun accountability.

- ✓ Learn how to proactively target prospects each week
- ✓ Leverage our "gamified" 90-Day Selling System
- ✓ Perform a Friday autopsy to celebrate weekly success

4) The Fight Club Follow-Up

Salespeople only get paid once they have closed business. Are you really good at what you do? Are they motivated? Then fight for it.

- ✓ Get tougher in the sales cycle once they fit your filter
- ✓ Master a 10-touch follow-up system to close more business
- ✓ Learn how to "challenge to overcome" common objections



5) New Client Onboarding

Referability is when great people, tell other great people, how great you are. This is done by mastering a 90-day "new client" experience.

- ✓ The 3-Rewards from busienss: Referral, reuiw, repeat business.
- ✓ Automate your client communication and past client touch system.
- ✓ Everyone says they are in referral business. Few have mastered it.

6) Status Sells Marketing

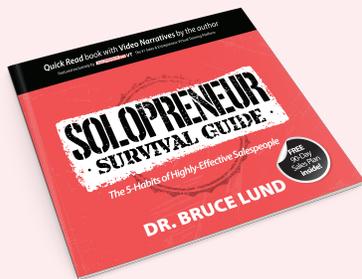
Did you know that motivated buyers use the first person they talk to 67% of the time? This is why "status sells" now more than ever.

- ✓ 5-step process to being omni-present in your industry/community
- ✓ Become a must-have, go-to expert in your space
- ✓ Marry your digital marketing with your traditional marketing

Speaking Process: Not Only a Speaker. But a Partner.

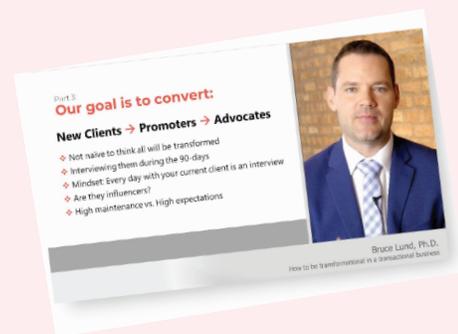
- 1 Pick your topic.**
Choose from our list of popular topics at 90daysales.com/speaking, or have us create a custom presentation to fit the needs of your event.
- 2 Set a price and date with us.**
Send us an email at info@90daysales.com with the city and state of your event, along with a few dates and times you have in mind to get started.
- 3 Fill out event form online.**
Once you have all of the event details confirmed, fill out our event form online that can be found by going to 90daysales.com/submit-event.
- 4 We'll take it from here.**
Our team will create an Eventbrite page, Facebook Event page, a promo video and graphic, as well as run targeted ads on Facebook. All for free!
- 5 Receive handouts.**
Seven days prior to your event, we will ship a box with handouts for your attendees. Plus, you can order our QR Books at-cost.

Most presentations include our patented course materials.



Evergreen webinar to revisit training at your pace.
Simply scan QR codes and receive video from Bruce in the studio.

Quick Read (QR) book
to hand out at speaking events.
Includes full PPT slides & QR Codes.



"...one of the best sessions I've ever sat in on."

Million Dollar Round Table