



90 DAY

SALES MANAGER™



Team Coaching & Accountability

Let us serve as your 90-Day Sales Manager through daily accountability, weekly benchmarks, and monthly evaluation.

info@90daysales.com | www.90daysales.com/bootcamp



Objective: Our 90-Day Sales Bootcamp will equip your loan officers with the skills, confidence, and mentorship to compete at high levels in the current mortgage landscape.

PROGRAM BREAKDOWN

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

15

minutes of training

Daily virtual training content and exercises.

60

minutes of coaching

Weekly LIVE coaching with Dr. Bruce and coaches.

90

minutes of production

Daily sales accountability to hit your goals.

80%

guarantees success

Daily workbook and planner submissions.

ACCOUNTABILITY TOOLS

Most programs talk about high accountability. We've made it the focal point.



90-DAYS OF TRAINING

Watch 15-minutes of online videos every day.



90-DAY WORKBOOK

Industry specific examples & exercises.



90-DAY SALES PLANNER

Day-by-day sales activities.



90-DAY SALES APP

Be productive while on the go from anywhere.



WEEKLY VISION BOARD

Planning for success starts on Sundays.



COACH-ON-CALL

24/7 access to our support features.



Accountability Software

Build accountability into your CRM (or yours).



Daily AI Suggestions

Take the guesswork out of your daily follow-ups.

COACHING CURRICULUM

Orientation: Half-Day Kickoff (\$5k Value)

Week 0: Timeblock Mastery

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

The 5-Habits Certification Series for Mortgage Loan Officers



1) 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.



2) PROACTIVE PROSPECTING

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



3) FOLLOW-UP TO CLOSE

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



4) CUSTOMER EXPERIENCE

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



5) MARKETING SYSTEM

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

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

TEAMS PRICING

\$ **TBD**

Pricing based on participants

Manager Tools Included

- Weekly progress reports.
- Monthly manager meetings.
- Train the trainer materials.

FREQUENTLY ASKED QUESTIONS

How hard is it to get onboarded into the software?

Integration with your CRM takes minutes. We'll help you get setup for free. If you don't have a CRM this is a perfect start.

Do we have to use the software for the program to work?

No. However, we've found that it significantly improves the overall performance and pipeline growth.

How long do we get access for and what's the cost to keep using the SaaS?

You'll get access to the platform through the calendar year after the bootcamp. Costs vary based on number of seats.

What's included with the alumni program?

Alumni members receive full access to the platform along with any new content including weekly LIVE coaching with Dr. Bruce and monthly mortgage masterminds with our certified coaches.

Who is Dr. Bruce?



One of the most in-demand speakers in housing & banking. Dr. Bruce has coached thousands of salespeople over the past decade. He received his PhD at age 29, becoming one of the youngest ever program directors in the Texas A&M system. His work is featured in scholarly journals, and he's widely known in the business world for his "heart of a teacher" approach to training. He's consistently ranked in the top 1% of speakers.

" In 2018, I started working with Dr. Bruce after briefly leaving the credit union space for an IMB. Through his coaching, I realized the credit union culture was where I belonged. Upon returning to Elevations, I quickly restarted my business and achieved over \$140 million in production in 2021, while maintaining a focus on purchase business. **"**



Ian Bennett Loan Officer, Elevations Credit Union

" Mortgage sales can be approached from an impossible number of angles. 90-Day Sales Manager has helped Ian eliminate all that noise and allowed him to focus on the five things top producers universally value. In a business that changes every year, being able to always focus on the right things separates the best, Ian, from the rest. **"**



Cameron White-Ford VP of Mortgage, Elevations Credit Union

" When the industry moved from a refinance to a purchase market, my company was not prepared. We just setup our first mortgage department two years prior and because we cut our teeth on refinances, my loan officers had limited experience in building purchase relationships and systems to guide their day with activities that produce results. **"**

John Barry VP of Lending, Kitsap Credit Union



" As challenges arose and we expanded into new markets, I saw the need to equip our team with a proven system. 90-Day Sales offers a comprehensive approach that experienced Loan Officers can seamlessly integrate, boosting business. Dr. Bruce provided actionable strategies, rejuvenating our mortgage sales team and bolstering confidence among our veteran officers. Our sales team now confidently prospects, using Dr. Bruce's follow-up system to engage with our Pre-Approvals and business partners through an organized database. **"**



Andrew Harris VP of Mortgage, Truist Credit Union