

# 5-Habits of Highly-Effective Salespeople

taught by Dr. Bruce Lund

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.

### ~~What You'll Learn~~

H1: OPPORTUNITY STATEMENT

#### Don't be a commodity

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.

H4: CUSTOMER EXPERIENCE

#### New client onboarding

We believe every one transformational 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) Repeat/retention of business.

### We've got a system for that!

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.

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.

H3: FOLLOW-UP

#### Follow-up-to-close

Did you know it takes 7-15 touches within a 90-day cycle to close business 80% of the time? Our 10-touch follow-up system will increase both your confidence and your conversion ratio. Learn to FIGHT for the business.

Interested in coaching?  
**WWW.90DAYSALES.COM**



## Notes:



# About Dr. Bruce Lund

For over a decade, Dr. Bruce Lund has trained thousands of professionals all over the world. His coaching journey began as a 25-year old career author and speaker to young professionals. Dr. Bruce earned a PhD in Human Performance at age 29, and became one of the youngest ever program directors in the Texas A&M System. Dr. Bruce was then recruited into corporate America where he helped build a multi-million dollar coaching business as VP of sales and training.

In 2017, Dr. Bruce launched 90-day Sales Manager. The program is dubbed the “P90X of Sales Training” and earned a reputation as one of the best sales onboarding programs for housing, banking, insurance, and financial services. The program has created many Rookie of the Year producers in multiple markets. But seasoned salespeople also love it as a reboot for their habits.

Dr. Bruce has spoken at the largest global conferences including Million Dollar Roundtable with over 65,000 financial advisors. He's been on the biggest stages such as the Los Angeles Convention Center. His content is featured on the most-respected platforms including Breakthrough Broker with over 600,000 agents. He's known as the most “educational keynote speaker” on the market because of his heart-of-a-teacher approach.

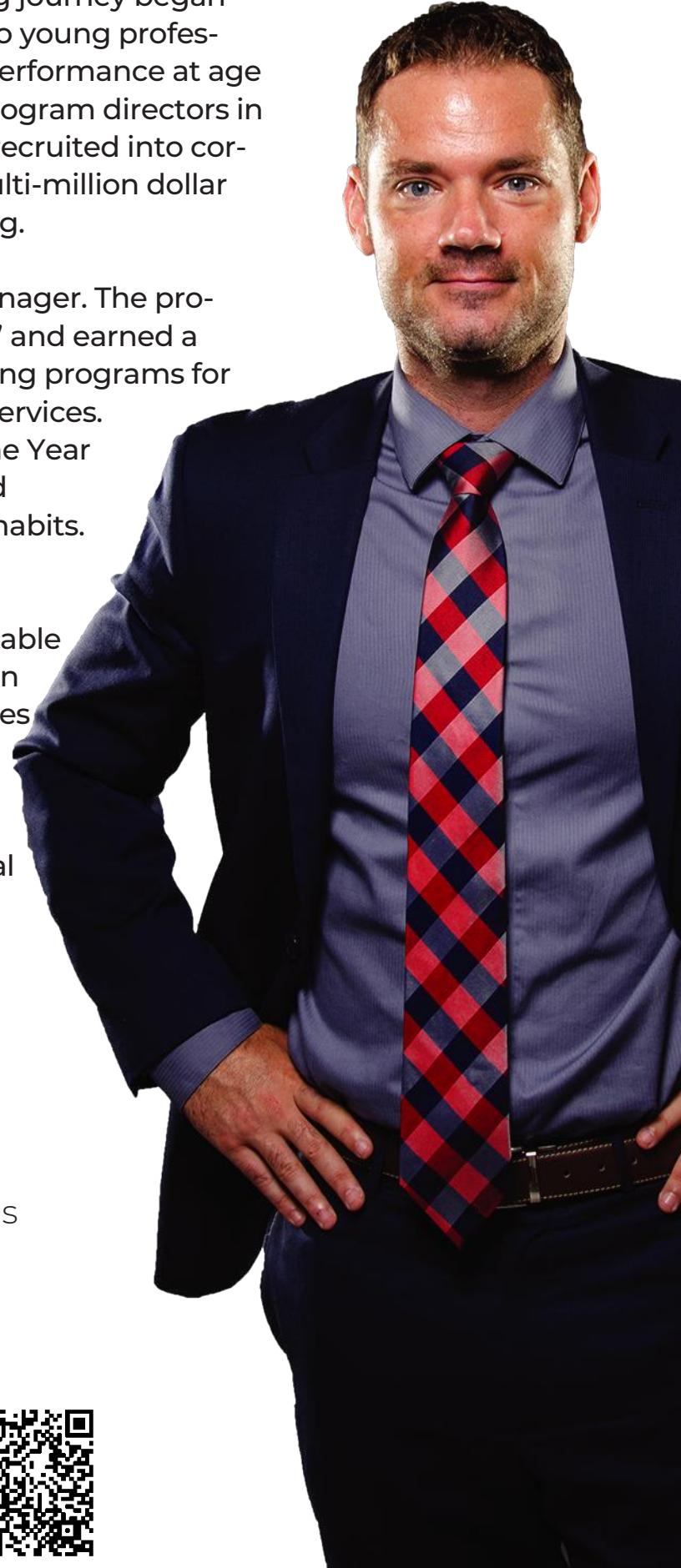
Everybody needs a coach in life. Isn't it time you found yours? The next big thing in coaching has arrived. His name is Dr. Bruce!

“Your attendees will appreciate his fresh style and interest in everyone's success. I would hire again!”

**Steve McDonald**



Tennessee REALTORS®



## Book Bruce to Speak

Chasing my potential.  
Inspiring others to reach theirs.

