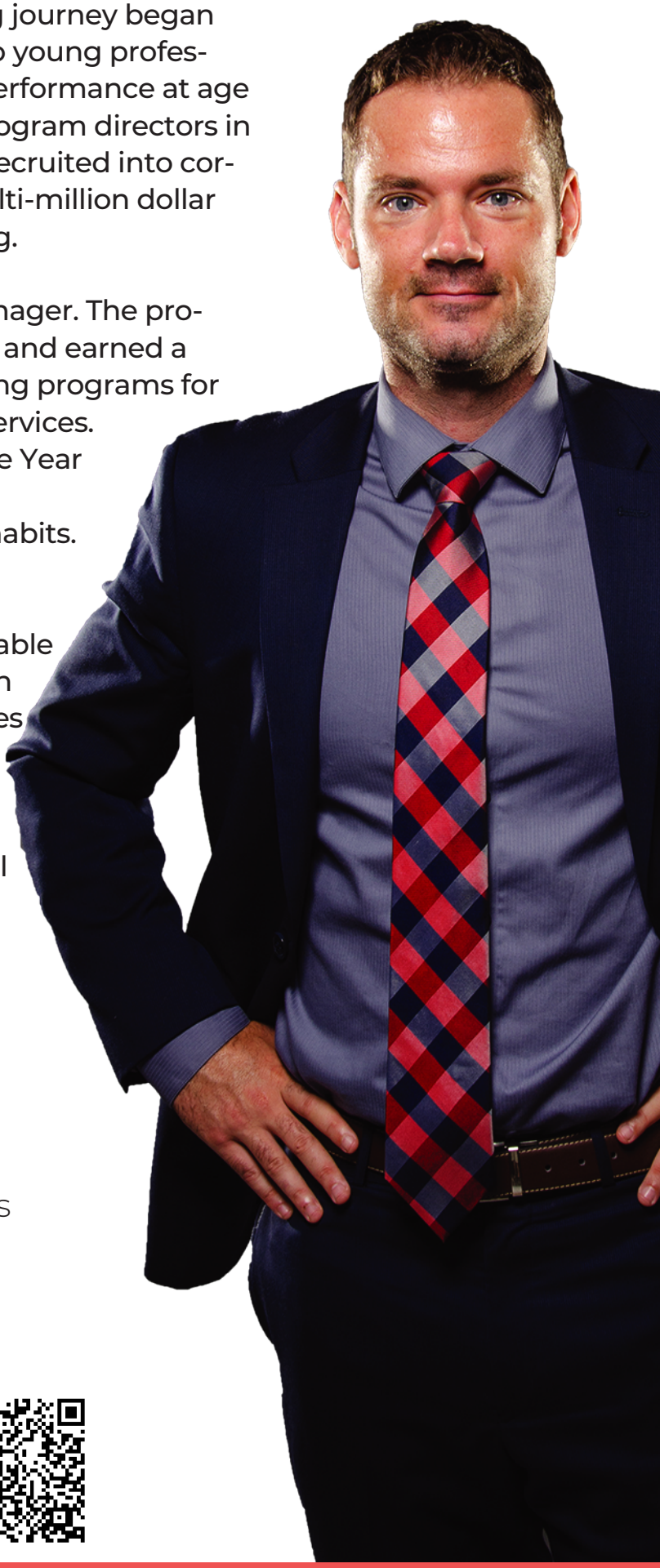
About Dr. Bruce Lund

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 multple 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 ★★★★★

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Inspiring others to reach theirs.