

About Dr. Bruce Lund

Dr. Bruce is one of the most in-demand speakers in housing, banking, and financial services.

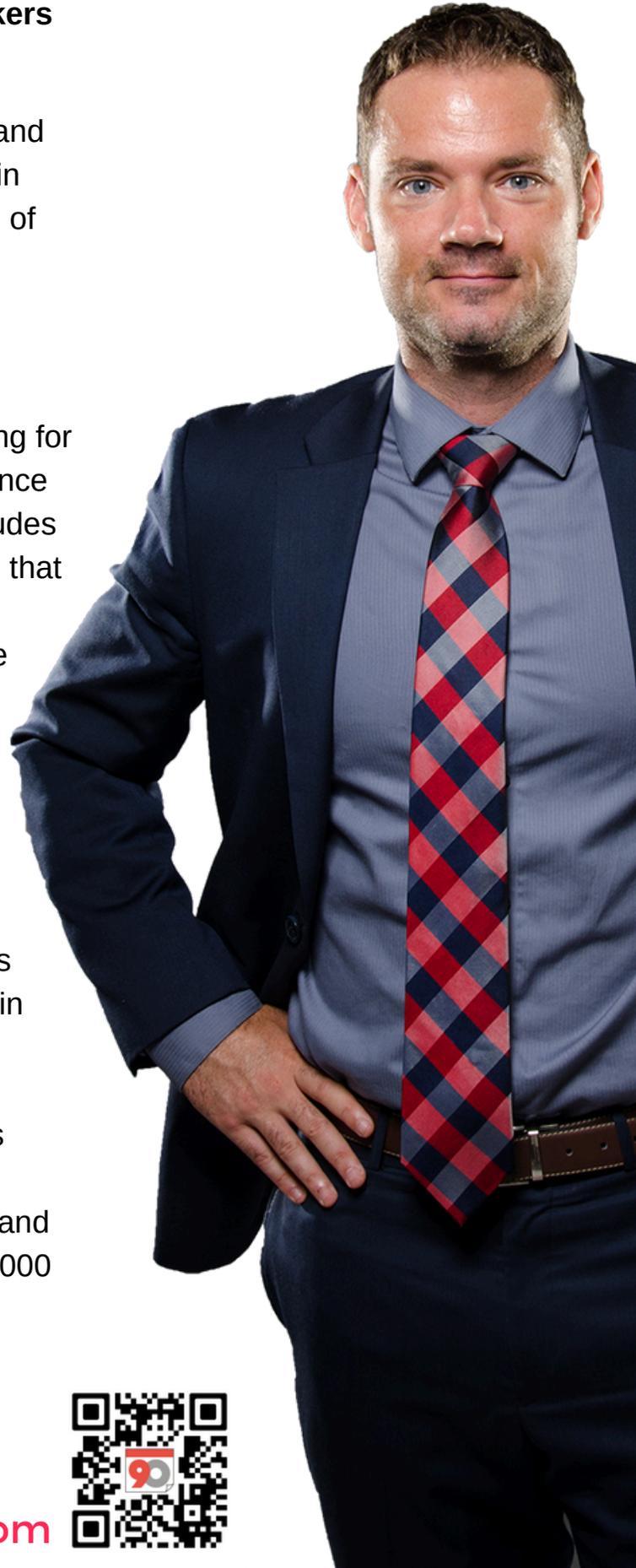
Dr. Bruce has trained thousands of salespeople and managers around the world. He earned his PhD in Human Performance by age 29 and became one of the youngest program directors ever hired in the Texas A&M System.

In 2017, he launched 90-Day Sales Manager—commonly referred to as the P90X of sales training for loan officers, real estate agents, title reps, insurance agents, and financial advisors. The program includes access to a one-of-a-kind accountability software that helps salespeople stay consistent in their daily prospecting and follow-up activities. The software is trusted by some of the largest credit unions and community banks in the country.

As a speaker, Dr. Bruce has taken the stage at some of the biggest events in North America. He's a repeat favorite at top organizations and associations worldwide. Audiences appreciate his "heart of a teacher" style, and he regularly ranks in the top 1% of post-event surveys.

His content is featured on major platforms across housing, banking, and finance—including Breakthrough Broker, with over 600,000 agents, and the Million Dollar Roundtable, with more than 65,000 advisors globally.

The next generation of sales training is here. His name is Dr. Bruce.



www.brucelund.com