



DAY

SALES MANAGER™



Sales Onboarding & Training

A program to get professionals ready to produce faster through consistent, ongoing sales training.

720-336-2229 / info@90daysales.com / 90DaySales.com

PERFECT FOR PRODUCERS IN



**REAL
ESTATE**



**MORTGAGE
PRODUCERS**



**TITLE
REPS**



**FINANCIAL
SERVICES**



**INSURANCE
AGENTS**



Accelerate production of new hires and professionals through systematic training in sales, service, and mindset. Let us be your 90-Day Sales Manager™ through daily accountability, weekly benchmarks, and monthly evaluations.

PROGRAM BREAKDOWN

LIVE training once per week for 3-hours (13-weeks total).
One hour of coaching. One hour of training. One hour of actual production.

60

minutes of coaching
Content-driven in sales, service, and mindset

60

minutes of training
Role play and practice with teacher and students

60

minutes of production
Live sales calls with real clients

120

total hours
Coaching, training, production, and platform

ACCOUNTABILITY TOOLS

80% submission rate required for graduation and certification



90-DAYS OF TRAINING VIDEOS

5-15 minutes per day (mobile-optimized)



WEEKLY SALES VISION BOARD

Planning for success on Sunday



90-DAY WORKBOOK

Industry specific examples & exercises



WEEKLY MENTAL MAPPING

Major tasks and ideas for business growth



90-DAY SALES PLANNER

Day-by-day sales activities



MONTHLY EVALUATION

Entrepreneur evaluation based on 10 categories



90-DAY SALES APP

Lead generation & selling system in hand



MONTHLY SUCCESS TRACKER

Measuring qualitative & quantitative progress

TRAINING BENCHMARKS

1st week is an "accelerator week" to onboard into the program systems, structures, and online platform.
Program then consists of 12-full weeks of production for a total of 13-weeks.

MONTH 1 KNOWLEDGE

Week 1: Explanation of Services

Week 2: Selling System

Week 3: Follow-Up System

Week 4: Customer Experience

MONTH 2 SKILL-SET

Week 5: Entrepreneurial Spirit

Week 6: Online/Offline Presence

Week 7: Lead Generation

Week 8: Overcoming Objections

MONTH 3 CONFIDENCE

Week 9: Promoters & Multipliers

Week 10: Brand Leverage

Week 11: Course in Confidence

Week 12: Graduation (Test Out)

TRAINING OUTCOMES

Entrepreneur training focused in sales, services, and mindset by tackling five missing gaps of salespeople



EXPLANATION OF SERVICES

People don't buy what you do, they buy why you do it. Explain what you do to attract business.



LEAD GEN & SELLING SYSTEM

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



FOLLOW-UP SYSTEM

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



CUSTOMER EXPERIENCE

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



ENTREPRENEUR TOOLKIT

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

"We believe trained people consistently out perform untrained people. It's not uncommon to double production within six months of certification."

TRAINING SOLUTIONS

IN-PERSON TRAINING

\$599/mth
for 3 months

ONLINE TRAINING

\$499/mth
for 3 months

MATERIALS ONLY

\$499
one-time payment

*ANNUAL CORPORATE OPTIONS

Call us for special group and corporate pricing.

FOUNDED BY BRUCE LUND, PHD

For over a decade, Bruce has trained thousands of professionals from all walks of life as a business professor, career author/speaker, and sales coach. Bruce spent over five years in Higher Education including service in the Texas A&M system as a professor & program director before returning to the corporate world. He then helped build a million-dollar coaching business as VP & Director of Sales. Bruce has trained top producers in real estate, mortgage, and financial services, but has focused this program on sales onboarding. 90-Day Sales Manager™ combines Bruce's experience as a professor (high accountability) and passion for teaching with the rigor of high impact training.



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“ The 90-day sales program has had a tremendouslt positive impact on my business. Bruce helped show us how to focus on high value activities that have helped me to grow my business, I have the confidence now to get out there and go for it! Bruce's knowledge and expertse are hands down top notch. He has a great understanding of the sales process and what it takes to get the job done. I would recommend you taking 90 days to invest in yourself and your business. ”

Kelsi Fish Sales Executive at Chicago Title

“ Bruce's sales philosophy, coaching methods and mentorship program has changed how we view building relationships and growing a business. His coaching approach and the perspective he applies is unique and is what sets him apart from other coaches throughout the country. If you're someone that has the drive and commitment to grow your business, Bruce's 90 Day Sales Manager will elevate your levels extremely quickly. ”

Mark Shay Area Manager at Fairway Mortgage



“ I've worked with Bruce for nearly two years. His approach is very detailed and professional. Bruce has the heart of a teacher, and brings his PhD background to the sales training world. He is precise and on point with his sales message. He provides company leaders with reporting tools to keep everyone on the same page along with weekly assessments of our agents. If you are seeking a strong, detailed training program for your new talent then Bruce is your guy. ”

Dan Elam Owner at Elam Real Estate



“ Being a rookie Loan Officer comes with a lot of anxiety and stress. With the 90 Day Sales platform, I have been able to put a ton of structure and productivity to my day. Not only has my short term production increased during the program, but I have been able to put together processes to ensure long term success. Thank you so much Bruce for all your help and for this program! ”

Christy Whaley

Loan Officer at American Pacific Mortgage



“ Bruce Lund and his 90 Day Sales program create a boost in production and a different way of thinking. As a sales professional it's easy to have the ideas but until you follow through with them you don't see any improvement. 90 Day Sales Manager, forces you to be accountable on a daily basis which leads to an immediate increase of sales. I have been through other coaching programs and this one is far more intense, it's because of that intensity you see so much growth. I will be recommending this training program to all of my new hires. Thanks for all the help Bruce! ”

Ryan Liebelt

Sales Manager at Fairway Mortgage



KELLER WILLIAMS
REALTY



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CHICAGO TITLE



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