



## SUSAN A. LUND AUTHOR, SPEAKER, CONSULTANT & EXECUTIVE COACH

MR<sup>3</sup>, A METRICS-DRIVEN SALES, LEADERSHIP,  
AND PRODUCTIVITY CONSULTING FIRM

### KEY TOPICS

- Sales
- Leadership
- Productivity

### INDUSTRIES

- Financial
- Health care
- Manufacturing
- Professional services
- Technology
- Nonprofit

### CLIENTS

Fortune 500, emerging growth businesses, and small businesses

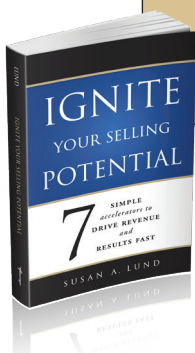
Susan A. Lund is the **president of MR<sup>3</sup>, a metrics-driven sales, leadership and productivity consulting firm** in Minnetonka, Minnesota. Susan started her career at General Mills and was quickly promoted to launch Yoplait USA. She moved into medical sales, sales, and marketing leadership positions, accelerating sales with great success. Susan's proven 30-year track record of success in business, sales leadership, and marketing focused on building winning teams, scaling revenue from \$5M-\$139M, and launching more than 40 products is equaled only by her ability to help senior executives, sales managers, and sales professionals achieve dramatic sales growth and gain a competitive advantage. Susan has distinguished herself as the premier consultant for helping organizations **grow revenue** and increase productivity to create **predictable, sustainable, and profitable results fast**.

**THE DIFFERENCE:** Motivational teacher and facilitator: inspires, equips and empowers individuals, teams, and organizations to accelerate revenue, achieve results, and fuel strong relationships with clients and employees. All speaking and workshops include practical applications, handouts, and tools to quickly apply what is learned so participants receive value as they go back to work.

**OUTCOMES:** Fast results, highly engaged, inspired, motivated, equipped, and empowered participants.

*"Ignite Your Selling Potential provides individuals, teams, and organizations with a differentiated approach to apply proven strategies and principles in a practical manner to drive profitable revenue and business results. While at the same time, bringing out the best in people!"*

—Lionel Nowell III, Board of Directors; Darden, Reynolds American, Bank of America, American Electric Power, Previous SVP and Treasurer, PepsiCo

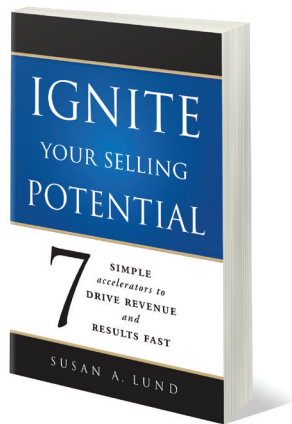


### CONNECT WITH SUSAN



[IgniteYourSellingPotential.com](http://IgniteYourSellingPotential.com)

IMAGINE WHAT YOUR TEAM AND ORGANIZATION COULD ACHIEVE IF EVERYONE REALIZED, IGNITED, AND MAXIMIZED THEIR SELLING POTENTIAL. CONTACT SUSAN AT [SLUND@MR3CONSULTING.COM](mailto:SLUND@MR3CONSULTING.COM) OR 1-800-281-6084



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*“Ignite Your Selling Potential holds the possibility of guiding a business to do just that, especially as they apply what they learn. Susan Lund melds proven principles into an impressive narrative and game plan capable of transforming your sales organization or company.”*

—Larry Schneiderman, CEO, Schneiderman's Furniture

## YOU'RE IN THE DRIVERS SEAT, TAKE THE WHEEL AND IGNITE YOUR SELLING POTENTIAL!

In *Ignite Your Selling Potential*, Author Susan A. Lund reveals a **practical roadmap** with 7 Accelerators™ to **inspire, equip and empower you, your team, and your organization to drive profitable revenue and results fast**. You will gain access to proven strategies and principles that work to bring about the growth you desire and catapult your organization to greater success.

### You will learn how to:

- Avoid hazards and navigate around challenges to your desired destination
- Realize and maximize your selling potential and your teams' selling potential
- Get everyone on the same page to create a consistent, repeatable client experience
- Transform activity into productivity® to gain a competitive advantage
- Gain visibility and accountability and fuel stronger relationships

Regardless of your challenges and where you are, you will gain access to proven strategies and steps to navigate around your challenges to your desired destination. When you apply what you learn and practice the fundamentals, as an individual, team or organization, you will realize sustainable results.

This book is for anyone who aspires to grow, succeed or partner with sales to generate predictable, sustainable revenue and results.

*Ignite Your Selling Potential* is available at Amazon.com and other online retailers. Also available in bulk quantities and in customized versions at special discounts for corporate, institutional, and educational purposes. To learn more please contact our Special Sales team at 1-800-281-6084 or [contactMR3@MR3Consulting.com](mailto:contactMR3@MR3Consulting.com).

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*“The combination of the book, Ignite Your Selling Potential, and the 90-Day Acceleration Course is a great way to get people productive fast! What I like the most is how easy the book makes it to focus my entire team; marketing, sales, and education on optimizing the client experience and driving results during every interaction.”*

—Dean Ferkinhoff, Vice President of Marketing and Sales

## SUSAN A. LUND

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Susan A. Lund is the president of **MR<sup>3</sup>, a metrics-driven sales, leadership and productivity consulting firm** in Minnetonka, Minnesota. Susan has 30 years of experience in business, sales, sales leadership, sales coaching, sales training, productivity, and executive coaching. Prior to founding MR<sup>3</sup>, she hired, trained, coached, and motivated more than 3,000 executives, sales and marketing executives, managers, and sales reps and led a sales team from \$5M in sales to \$139M in sales in less than three years.

Clients hire Susan when they are at a **critical juncture** in the marketplace as a result of increased competition; a merger or acquisition; sales force expansion; or a need to differentiate their company, products, and services. Clients also hire Susan to gain fast adoption of a new product launch and **pivot quickly to gain a competitive advantage and grow sustainable sales fast.**

**Susan is an expert, speaker, trainer, coach, and consultant** with experience in financial, health care, manufacturing, professional services, technology, and nonprofit industries. She has an undergraduate degree in organizational communication, a M.A. degree in human development with an emphasis on adult learning, instructional design, and productivity. Susan has acquired an executive M.B.A. from The University of St. Thomas and executive certifications in strategic marketing and strategic finance from Wharton and the Kellogg School of Business at Northwestern University.

She is a certified coach, speaker, and member of The John Maxwell Team. **She has personally developed three teams from ordinary to extraordinary performance to earn awards as the #1 Sales Leader, #1 Launch Team, and twice has been the recipient of the prestigious President’s Club Award.** She has distinguished herself as the premier consultant for helping organizations **grow revenue** and increase productivity to create **predictable, sustainable, and profitable results fast.**



**Her proven track record in business, sales leadership, speaking, training, coaching, and consulting is equaled only by her ability to help senior executives, sales managers, and sales professionals achieve dramatic sales growth and gain a competitive advantage.**

During her career, Susan has served global Fortune 500 companies and emerging growth organizations. She has demonstrated results in sales, marketing, leadership and sales force effectiveness for companies including General Mills, Johnson and Johnson, NAMIC, Mallinckrodt Medical, Schering Oncology/Biotech, Avicenna Technology, ev3 Medical, Medtronic, Wells Fargo, MINT Roofing, Community Reinvestment Fund, Thomson Reuters, and AdvisorNet Financial.

Susan lives in Minnesota with her husband. She enjoys spending time with family, being outdoors, and giving back to the community.



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*“A must-read for all sales organizations! This is the first sales book that I have seen that incorporates online tools that are simple, practical, and will drive results. I strongly recommend Susan’s unique approach to transforming productivity into great sales results.”*

—Keith Ferguson, Sr. Sales Director, Biogen



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## SPEAKING & WORKSHOP TOPICS

All speech topics and workshops are personally tailored precisely to the needs of the audience to which Susan is speaking.

**AUDIENCE:** Executives, emerging leaders, people leaders, managers, sales and marketing professionals

### IGNITE YOUR SELLING POTENTIAL

#### 7 SIMPLE ACCELERATORS TO DRIVE REVENUE & RESULTS FAST

» **Accelerator 1: Slow Down to Speed Up**

Awareness + Personal Navigation = Ignite Potential

*What percentage of your selling potential are you using today?*

» **Accelerator 2: Know Your Customer**

Ideal Customer + Alignment + Steps to Acquire = Acceleration

*How aligned and focused is everyone on your team to making it easy to deliver value to your customers?*

» **Accelerator 3: Gain Clarity about Yourself, Your Role, and Your Destination**

Clarity of Self + Roles + Destination = Acceleration to Your Destination

*What drives you? How do you define success?*

» **Accelerator 4: Create Focused Goals and Action Plans**

Focused Goals & Action Plans + Consistent Daily Action = Predictable Repeatable Results

*How important is it to have access to a proven formula that works?*

» **Accelerator 5: Manage Your Territory, Targets, Time, and Pipeline**

Time + Pipeline Management + Focus = Sustainable Results

*What 20 percent of activities produce 80 percent of results?*

» **Accelerator 6: Gain Visibility and Accountability**

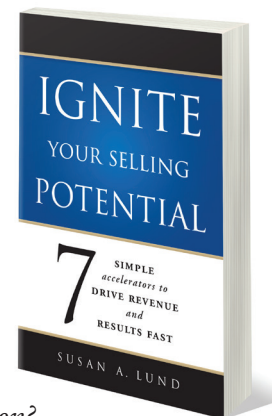
Visibility + Metrics + Accountability = Accelerated Performance

*What are you accountable for?*

» **Accelerator 7: Create Value and Differentiation**

Value + Differentiation = Choice

*How much differentiated value do your clients perceive when you present your solution?*



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*“What is different about the book, Ignite Your Selling Potential, and Susan Lund’s work is that it is practical, easy to use, and produces sustainable revenue growth and results fast. I know that first hand.”*

—Scott Gregoria, Sales Leader



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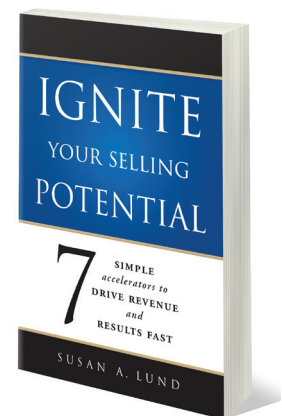
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## LEADERSHIP & PRODUCTIVITY

- **Becoming a Person of Influence**
- **Leading for Results**
- **Accountability**
- **Raise Your Bar**
- **Ignite Your Potential**
- **Increase Productivity and Profitability**
- **Avoid the Hazards**
- **On-boarding for Success**
- **Recruit and Retain top performers**
- **Leadership and Coaching for Results**
- **Developing Emerging Leaders**
- **Meeting and Exceeding Goals**
- **Overcoming Your Selling Challenges**
- **Work/life balance**
- **Create a Referable Client Experience**
- **Transform Activity into Productivity®**



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*“Personally, as I used the powerful tools and coaching with Ignite Your Selling Potential, I gained valuable insight to what drives me, not to mention clarity on my destination. This is for more than sales teams. It’s for anyone who wants to be successful. What I like most is being intentional about my choices and gaining clarity on where I am going.”*

—Patty Salmon, Senior Customer Service Manager, GNP Company



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## SPEAKING EXPERIENCE

President of Toastmasters International Local Chapter | 1983-1984

Trained hundreds of sales professionals, sales directors, sales and marketing executives, CEOs, and executives in Fortune 500 and emerging growth businesses | 2005-2014

International expert, speaker, trainer and coach to 15+ Countries | 2004-2014

Life Science Alley | *Raising the Bar on Sales Training for Results* | October 2008

National Convention | Las Vegas; *Sales On-boarding* | May 2009

National Sales Meeting | Minneapolis | April 2013

Executive Retreat | Cross Lake, Minnesota | July 2013

Sales Meeting | Minneapolis, Minnesota | July 2013

Sales Meeting | Minneapolis, Minnesota | August 2013

Regional Sales Meeting | Mall of America, Bloomington, Minnesota | June 2014

National Sales Meeting | Mall of America, Bloomington, Minnesota | August 2014

Marketing Meeting | Minneapolis, Minnesota | August 2014

Leadership Meeting | Minneapolis, Minnesota | October 2014

Regional Sales Meeting | Minneapolis, Minnesota | February 2015

Leadership Meeting | Minneapolis, Minnesota | February 2015

Executive Retreat | Brainerd, Minnesota | January 2015

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