



Client Testimonials

Susan A. Lund, Speaker, Consultant, Coach and Author of
Ignite Your Selling Potential, 7 SIMPLE Accelerators to Drive Profitable Revenue FAST
Speaker Evaluation Feedback Summary
International Conference on April 8th, 2016, 200 in Attendance

1. What did you like most about our time together?

- Enjoyed the different understanding and broad viewpoint for a clearer understanding of different levers to selling. Felt a genuine connection with someone who truly wants to help.
- **Clear outline, consistent with our current training philosophies. Open ended questions**
- Identification and clarification of ideas. **Clear structure and action plan, right focus on our needs**
- We need to start segmenting our clients. I really appreciated that you took time to personalize your presentation. **Thank you for taking time to learn our business!**
- The talk brought together a lot of concepts that I have heard before, but in a way related to selling potential! You have a system I might be able to follow.
- Her idea of breaking out of the comfort zone. Breaking out of the comfort zone. You gave me tangible ideas of how I can improve my business today. Simple application I feel confident I can apply. Very motivating, but also the step process to correction of weaknesses
- More focus! Size and time management. 7 Step process. Concrete action steps. Realized how much more we can do. **You are a superb role model! You cared, you followed through, you were skilled and informative. You gave me a roadmap and navigator to follow to accelerate my full potential.**
- You are inspirational because of who you are! A new system to use and train my staff with.
- Knowing people, seeing and feeling people. Your smile!

2. What did you learn that you can apply immediately to achieve greater results?

- Levers to selling and my potential. I realized I can! It reinvigorated me to continue toward my goals.
- Step out of my comfort zone and start training on Accelerator 3. Know my score. I can't wait to take the test. Figure out my why.
- Make goals specific, Gaining clarity. Analyze where I am and where I want to go
- Breakthrough, Move past fear. More focus, time management, Accelerator 5 and strategy.
- Employees are our most important customers. Make goals specific and achievable.
- Focused goals and action plans. Be focused 24/7 on the sales
- Know my customer, segmenting, open ended questions, taking more time to follow up with clients
- If I unleash my potential, my business will grow. If I change, everything around me will change.

3. Additional comments

- **Thank you for being a great example of a petite powerful woman!**
- I am very interested in developing my schools with the use of your knowledge, techniques and hopefully with your assistance. Really liked the balance of strategy and motivational tools that can be applied.
- **Very clear, organized and fun. Thank you very much for your book!!**
- Very enjoyable and motivating! Thank you for the lovely presentation!
- We look forward to and are excited to every avenue of growth. Thank you for your time!
- Thank you for your time- very inspiring! I absolutely loved your presentation!! Thank you very much!
- **You did a great job! Thank you! Such great clarity and actionable skills!** Need to discover what's not there.
- **I really enjoyed your presentation!** What you said and how you speak is so precise. That is exactly what we need. **Thank you for being so inspirational and motivational!**
- **Great job! Thank you! Very inspirational talk.** First time experience to a Ted like presentation.
- **You spoke intellectually with motivational skills. Very clear, concise and informative. You won me over with your confidence and very kind explanation. Excellent speaker!**
- **Concise, easy to understand. Most importantly, you tried to understand our business and spoke to how it related to us!!! Thank you!!!! The presentation was spectacular. I loved the presentation.**

4. Would you recommend Susan as a speaker? Yes/No (everyone said yes)



Client Testimonial; Road to Results

Susan not only met my expectations, **she exceeded them**. She facilitated a **highly interactive workshop** that developed teamwork and was very easy to apply. She speaks clearly and everything she shares has a purpose and plan for our clients and staff.

Prior to working with Susan A. Lund, President of MR³ Consulting, we experienced the following challenges:

- We didn't have referral goals, a process, tools to equip us or a way to measure our success.
- Now we do, plus we have questions, an elevator pitch, understand the challenges we solve and have a scorecard for our executives to measure our success.
- From a leadership development standpoint, we had common leadership challenges. Susan clearly helped us navigate around those challenges.

What's different about working with Susan is she provides **practical, relevant tools we can use to achieve results**. She also has a **strong curriculum of books and handouts that we can continue to use and apply to grow our referrals and to grow our leadership skills**. Her work helps us to be strategic, work smarter, not harder. In addition, she helps us create internal processes to grow our referrals.

My staff and leadership team provided the following feedback from Susan's presentation and workshop.

- It was upbeat and encouraging. Specific ideas to implement.
- **Very positive energy! Inspiring and clear applicable information. Great energy and information.** Real situations. Helping us understand the whys along with open discussion. Nice to discuss specific challenges. Good conversation and fun exercises, redefining selling. Learned how to support and encourage the staff more.

We learned a lot that we can apply immediately to achieve greater results.

- Get referrals when people ask about my job. Close the deal!
- Influencing customers, showing student needs to be met. Questions were great.
- More effort to grow referrals. Open eyes to needs. One on one needs with staff.
- Asking more questions. Listening first. Share more and gather more information.
- Being interactive, igniting potential and learning how to refer friends.
- I became more knowledgeable. Give more positive feedback. Become better at my role.

Everyone said, "Yes, I would recommend Susan as a speaker to others!" She is very easy to very easy to listen to and captures attention! Very applicable. Very encouraging. Many personal examples. Great eye contact and connection. Very engaging. Really understands the challenges of becoming a leader. Wonderful at explaining. Thank you, Susan!!

Lynda Smith, Area Leader and Franchisee, Arthur Murray Twin Cities

MR³, a Metrics Driven Sales, Leadership and Productivity Consulting Firm

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We recently had planned a training session with our executive team after seeing Susan live at our franchisee convention for Arthur Murray Dance Studios. After meeting and speaking personally with Susan there, I felt that I could really connect with her and that she understood the issues that she could help with.

We booked her for a training session and she was fantastic! She was extremely thorough and well prepared. She took us through her meeting at a perfect pace and stayed on points until she felt that everyone got the information.

We loved the whole experience and look forward to working with her again in the future!

Lisa MacLaggan, Franchisee, Arthur Murray Toronto

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