

*“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



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

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

## 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**

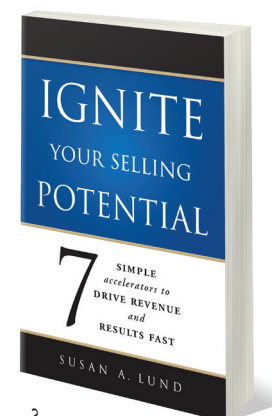
Visibility + Metrics + Accountability = Accelerated Performance

*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?*



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

*“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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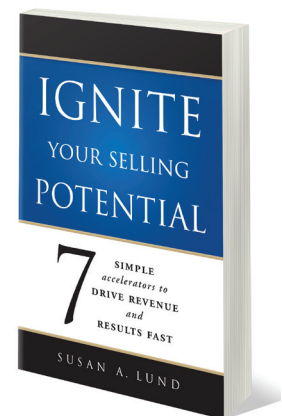
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## LEADERSHIP & PRODUCTIVITY

- **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 Exceed Goals**
- **Overcoming Your Selling Challenges**
- **Work/life balance**
- **Create a Referable Client Experience**
- **Transform Activity into Productivity<sup>®</sup>**



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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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Travel Leaders | June 2015

Keller Williams Realty | June 2015

Cargill Women in Leadership | July 2015

Private Company | August 2015

National Insights Conference | September 2015

Normandale College | August 2015

Rotary Minneapolis | October 2015

Executive Group | November 2015

Carlson School of Management | November 2015

Business Growth Alliance | December 2015

Regus | December 2015

Highland Bank | January 2016

Fortune 500 and Private Companies | January 2015- December 2016

Private Company Sales and Leadership Meetings | January, March, April, June, July, August, September 2016

International Conference for Franchise and Business Owners | April 2016

Association of Fleet Management | September 2016

To date, 5 STAR speaker ratings and numerous testimonials.

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