

Ignite Your Selling Potential: 7 Simple Accelerators to Drive Revenue and Results Fast

By Susan A. Lund

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You’re in the drivers seat, take the wheel and
ignite your selling potential!
Experience results within 90 days.

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 has a companion website, www.igniteyoursellingpotential.com,
to include an assessment, access to courses and online learning with powerful productivity tools to accelerate your success. See inside for details.

“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!”
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Editorial Review

About the Author
Susan A. Lund is the President of MR3, a Metrics-Driven Sales, Leadership and Productivity Consulting firm in Minneapolis, Minnesota. 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. This 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 is an author, speaker, consultant and executive coach to Fortune 500 and emerging growth businesses in the financial, healthcare, technology, professional service and manufacturing industries. Susan is passionate about inspiring, equipping and empowering individuals, teams and organizations to ignite their selling potential to accelerate revenue, achieve results and navigate to their desired destination.

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Christine Curnutt:

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