

The Active Offer System

How to Position Yourself So Hiring Managers Seek YOU Out
(And Increase Your Income in 90 Days)

From \$130K to \$1.08M+ in 3 Years

**While Working from Home in Less Than 45
Hours/Week**

Sound Familiar?

- Stuck at the same income level for years
- Working 50-60+ hour weeks
- Feeling undervalued and overlooked
- Don't know what other opportunities exist

Here's What Most Salespeople Don't Know

You don't even know what high-paying opportunities exist out there

There's "easy money" roles paying 2-4x your current income... you just don't know where to find them

It's Not Your Fault

**You've never been shown where the "easy money" is
or how to position yourself for it**

My Story - The Setup

- 10 years at AT&T, various sales roles
- 2021: Making \$130K
- Pain: Long hours, stuck, not enough money
- Overlooked for promotions despite high performance

The Breaking Point

**2021: Overlooked for promotion despite being top
performer**

After 10 years of loyalty, still passed over

Then I Overheard Something That Changed Everything

Random day in office, coworkers talking about former colleague

Discovery: He was making \$400K+ at mid-market software company

"How is he pulling this off? I barely cracked \$150K in my best year."

Down the Rabbit Hole

Started researching top sales roles industry-wide

Discovery: Average salespeople at top companies making hundreds
of thousands more

Here's What Changed Everything

**Your income isn't determined by how hard you
work...**

**It's determined by knowing how to find the
"easy money" and positioning yourself to
receive lots of high-paying offers**

OLD WAY vs. NEW WAY

Old Way

- Don't know high-paying roles exist
- Apply randomly through job portals
- Compete with hundreds
- Accept whatever you can get

New Way

- Discover where the "easy money" is
- Position strategically for multiple offers
- Hiring managers seek YOU
- Choose the best offer

My Result

- 2022: \$514K (first full year at Salesforce)
- 2024-2025: \$1.08M+ W2 + \$1M equity
- Working from home, less than 45 hours/week

This Works For Others Too

- Darrell: \$100K → \$340K+ in 2 years
- Simon: \$90K → \$280K
- Average results: 60-90 days to offers

In The Next 60 Minutes...

- How to find where the "easy money" is
- How to position yourself for multiple high-paying offers
- The exact 4-step system I used
- How to implement in 30 min/day while employed

Before We Start, One Request

**Keep an open mind. This is different from everything
you've been taught.**

The 4 Aha Moments

That Changed My Career Forever

Let Me Tell You The Full Story

For 10 years at AT&T, I gave everything...

The Grind

- Various sales roles across 10 years
- Working long hours constantly
- 2021: Making \$130K
- Feeling stuck, not enough money
- Unable to allow wife to stay home with daughter

2021: The Breaking Point

**Overlooked for promotion despite being top
performer**

After 10 years of loyalty and high performance, still passed over

Aha Moment #1

The Income Discovery

Random Day in the Office

Overheard coworkers talking about a colleague who left AT&T

He was making \$400K+ at a mid-market software company

My Reaction

"How is he pulling this off? I barely cracked \$150K in my best year."

The Action

**Went down a rabbit hole researching top sales roles
industry-wide**

The Discovery

**Average salespeople at top companies were easily making
hundreds of thousands of dollars more**

The Belief Shift

"The role you're in matters more than how hard you work"

Aha Moment #2

The Access Strategy

The Problem

Trying to figure out how to beat the other 99% of applicants

The Stats Realization

At Google, 2,000 people apply, only 20 get interviewed

That's a 1% interview rate

The Insight

"Getting in front of the hiring manager and gaining mindshare is half the battle. Most candidates are never considered for roles not because they can't do them, but because they have zero percent mindshare with the person actually hiring."

The Strategy

"If I can figure this out, I can dramatically increase my chances of landing one of these offers."

The Result

After implementing the first part of Active Offer strategy, landed interviews with Salesforce, Google, and Amazon within one week

The Belief Shift

"Access beats applications"

Aha Moment #3

The Interview Mastery

The Failure

First Salesforce interview - bombed completely

The Realization

"I'm terrible at interviews and the interview structure was unlike other interviews I took in the past."

The Second Chance

**Within a week, received another interview at
Salesforce for different position**

The Preparation

"This time I was prepared with an abundance of research on what hiring managers are looking for and how to ace the interview with ease."

The Result

"My plan worked like a charm."

Hired within 6 days

The Insight

"With pre-prepared interview assets and clear understandings of how these interviews differ from typical sales interviews, and understanding what they were hiring for, anyone can ace the interview with ease."

The Belief Shift

"Preparation beats natural talent"

Aha Moment #4

The Equity Strategy

2023: The VP of Sales

Met long-time Vice President of Sales at Salesforce

He had made millions during his time in tech sales

The Teaching

His framework for how people were making over \$1M in a year in tech sales through equity

The Application

Took his advice in 2024

Result: Landed a job that not only paid high commissions, but earned over \$1M in equity in 1.5 years

The Belief Shift

"Total compensation includes equity - that's where the real wealth is"

Let's Recap The 4 Aha Moments

**These 4 discoveries transformed how I thought
about my career...**

The 4 Belief Shifts

- **Aha #1:** The role you're in matters more than how hard you work
- **Aha #2:** Access beats applications
- **Aha #3:** Preparation beats natural talent
- **Aha #4:** Total compensation includes equity

These Became The Foundation

I turned these insights into a repeatable system...

The Active Offer System

The Active Offer System

1

**Profile
Matching**

2

**Reverse
Attraction**

3

**Interview
Mastery**

4

**Negotiating
the Offer**

Step 1: Profile Matching

Identify target roles and companies based on:

- Income goals (\$150K? \$300K? \$500K+?)
- Lifestyle preferences (remote? travel? hours?)
- Company type (startup? enterprise? mid-market?)
- Industry alignment (SaaS? Tech? B2B?)

Most People Skip This Step

**They apply to any "Senior Sales" role and wonder
why nothing fits. You need to TARGET strategically.**

Step 2: Reverse Attraction

Don't chase, attract - Make hiring managers come to YOU through:

- Optimized LinkedIn presence
- Strategic referral navigation
- Direct outreach (the right way)
- Positioning as the obvious choice

When They Come To You...

**You enter the conversation from a position of
POWER, not desperation**

Result: Better negotiation leverage, faster hiring process

Step 3: Interview Mastery

Ace interviews with pre-prepared assets:

- Understanding what hiring managers look for
- Pre-prepared interview frameworks
- Positioning your value strategically
- Making them want to close YOU

Interviews Aren't Tests

**They're strategic conversations where you assess fit
and position value**

From "I hope they like me" to "Is this the right opportunity?"

Step 4: Negotiating the Offer

Use leverage and strategy to maximize compensation:

- Leveraging multiple offers
- Structuring comp strategically
- Understanding equity value
- Creating win-win scenarios

This Is Where Tens Of Thousands Get Added

**\$50K-\$150K raises don't happen by accepting the
first offer**

Each Step Builds On The Last



This isn't 4 separate tactics. It's ONE unified system.

Meet Darrell

- Company: AT&T
- Role: Account Manager
- Income: \$100K
- Pain: Felt stuck, underpaid, no real path out

What Darrell Implemented

- Used: Reverse Attraction, Interview Mastery, Negotiating the Offer
- Biggest Breakthrough: Got \$90K raise in OTE on his first offer
- What He Learned: Exactly what company to look for and how to ace the interview

Darrell's First Results

New Role: Account Executive

Income: **\$190K** (\$90K raise)

Year 2: Darrell Did It Again

Used the same exact method to get another offer

Second raise: Additional +\$80K

Bonus: \$70K stock

Darrell's Total Progression

\$340K+

\$100K → \$190K → \$340K+

In approximately 2 years

Meet Simon

- Role: Account Executive
- Income: \$90K
- Pain: Job wasn't paying enough to meet his needs

What Simon Implemented

- Used: Reverse Attraction, Interview Mastery, Negotiation
- Biggest Breakthrough: Landed job offer of \$280K

Simon's Result

New Role: Account Executive

Final Offer: **\$280K**

3x

Over 3x his previous income

This Works Because...

- It's based on how hiring actually happens at senior levels
- It positions you as sought-after, not desperate
- It creates competition for your talents
- It's repeatable (use it every career move)

The System Recap

Find where the "easy money" is, position yourself strategically, and multiple high-paying offers come to you

But You Might Be Thinking...

"This sounds great... but can I really do this?"

Let me address that...

Common Concerns

- "I don't have time for this while working"
- "My current employer will find out"
- "This sounds like it takes months"
- "I'm not qualified for those roles"
- "This won't work in my industry"

These Are Valid Concerns

**You're busy. You're employed. You can't risk your
current job.**

Let me show you how to do this discreetly and efficiently

Concern #1: Time

Myth: This takes hours per day

Reality: 30 minutes per day is enough

The 30-Minute Daily Breakdown

10 min: LinkedIn optimization/activity

15 min: Strategic outreach

5 min: Follow-ups

Concern #2: Privacy

How to do this without your employer knowing:

- Don't change LinkedIn headline to "Open to opportunities"
- Take calls before/after work or lunch
- Use personal email only
- Schedule interviews as "appointments"
- Never trash-talk current employer

Concern #3: Timeline

Realistic 90-day timeline:

- Weeks 1-2: Profile matching (target companies)
- Weeks 3-4: Optimize LinkedIn, gather referrals
- Weeks 5-6: Outreach and initial conversations
- Weeks 7-8: Interviews
- Weeks 9-10: Offers and negotiation

Total: 60-90 days from start to offer

Concern #4: Qualification

Companies don't pay \$300K for perfect candidates

They pay \$300K for people who can DELIVER results

What \$300K Companies Actually Need

- Proven ability to close deals
- Understanding of complex sales cycles
- Relationship-building skills
- Ability to navigate enterprise accounts

Notice: These are all TRANSFERABLE skills

If You Can Sell, You Can Sell

Your skills transfer across industries

You just need to POSITION them correctly

Concern #5: Industry

If you're in B2B sales, this works

Proven industries:

- ✓ SaaS
- ✓ Tech
- ✓ Pharma
- ✓ Manufacturing
- ✓ Financial services
- ✓ Healthcare

Why This Doesn't Take Forever

You're TARGETING not spray-and-pray

Hiring managers come to YOU (less chasing)

Focus on HIGH-VALUE activities only

Time Wasters To AVOID

- ✖ Apply through job portals (black hole)
- ✖ Attend generic networking events
- ✖ Rewrite resume 50 times
- ✖ Chase recruiters who ghost you

These waste HOURS with little return

What You DO Instead

High-value activities ONLY:

- ✓ Target specific hiring managers
- ✓ Leverage referrals strategically
- ✓ Optimize LinkedIn once (then maintain)
- ✓ Focus on 5-10 ideal companies MAX

The Real Question Isn't "Do I Have Time?"

The real question is: "Can I afford NOT to do this?"

Every month you delay = \$4K-\$12K in lost income

If You Could Earn \$90K More Per Year...

Waiting 6 months = **\$45K lost**

Waiting 1 year = **\$90K lost**

Waiting 2 years = **\$180K lost**

Can you afford to wait?

Right Now, Companies Are Hiring

Premium sales roles are in demand. If you wait until the "perfect time," opportunities pass you by.

There's never a perfect time. But there IS right now.

You Now Know What Most Salespeople Never Learn

**You know the system. You know you're qualified. You
know it's doable.**

So what's next?

Let's Recap Everything

- How to find where the "easy money" is
- The 4-step Active Offer System
- How to position for multiple high-paying offers
- You can do this in 30 min/day while employed
- It works across B2B sales industries

Now You Have A Choice

**Continue doing what you've been doing and hope
something changes...**

Or take action on what you've learned today

Imagine 90 Days From Now...

- Multiple competing offers on the table
- \$50K-\$150K increase in compensation
- Working from home (if you want)
- Better work-life balance
- Complete control over your career

This is possible for you

But You're Probably Wondering...

"How do I actually GET STARTED?"

Here's What I'm NOT Going To Do

**I'm not going to throw a price on the screen and tell
you to "buy now"**

Why? Because every person's situation is different

Your Career Is Too Important

- Someone at \$80K has different needs than someone at \$200K
- Your industry matters
- Your timeline matters
- Your specific goals matter

This requires a conversation, not a checkout button

Introducing: The Active Offer Program

**A 90-day intensive where I personally work with you
to implement this system and land your premium
offer**

Here's What You'll Get

The complete 4-step system, all resources, direct coaching, and implementation support

Module 1: Profile Matching

- Reverse-engineering your ideal role
- Compensation benchmarking
- Target company identification
- Career trajectory mapping

Module 2: Reverse Attraction

- LinkedIn profile optimization
- Referral navigation strategies
- Direct outreach templates
- Positioning scripts

Module 3: Interview Mastery

- Interview preparation framework
- Pre-prepared interview assets
- Value positioning tactics
- Understanding what hiring managers look for

Module 4: Negotiating The Offer

- Comp structure strategies
- Leveraging multiple offers
- Negotiation scripts
- Win-win frameworks

Premium Resources Included

- Scripts Workbook (top scripts that land interviews)
- Sure Hire Plays (get recruited for top roles fast)
- Presentation Templates & 30-60-90 Day Plans
- Resume & Cover Letter Templates
- Self-Accountability Log
- LinkedIn Profile Checklist
- Interview Questions Workbook (what top companies ask)
- Cold Email & LinkedIn Vault

PLUS: Direct Support

- Group coaching calls (twice per week)
- Community access (Slack workspace)
- Email support
- Compensation negotiation support

What's This Worth?

Consider:

- What's a \$90K raise worth to you?
- What's working from home worth?
- What's getting your time back worth?
- What's doing this in 90 days vs. 2 years worth?

Let's Do Simple Math

Average raise: \$90K per year

Over 5 years: **\$450K**

Over 10 years: **\$900K**

Plus: Compounding career trajectory

What would you invest to capture that?

But Like I Said...

I'm not revealing a price. Your situation is unique.

Instead, here's what I want to do...

I Want To Invite You To A Free Strategy Call

This is a 45-minute call where we'll map out your path...

On This Call, We'll...

- Map out your ideal role (comp, company, lifestyle)
- Identify the exact positioning gaps keeping you stuck
- Show you the roadmap to your \$50K-\$150K+ raise
- Determine if Active Offer is the right fit for you

This Is NOT A High-Pressure Sales Call

If it's not a fit, I'll tell you. If it is, we'll talk about what it looks like to work together.

Either way, you'll leave with clarity

Who Should Book This Call?

Good fit:

- Making \$80K+ in B2B sales currently
- 4+ years of sales experience
- Proven track record of results
- Ready to invest in your career
- Willing to put in 30 min/day for 90 days

Who Shouldn't Book This Call

Not a fit:

- Looking for a magic button (no work)
- Not in B2B sales
- Less than 4 years sales experience
- Under \$80K current income
- Not willing to invest in yourself

Time Commitment

30 minutes per day

90 days to results

Investment

**We'll discuss pricing on the strategy call based on
your specific situation**

Payment plans available

Every Month You Wait...

Is another month at your current income

If \$90K raise is possible...

Waiting 3 months = **\$22,500 lost**

Waiting 6 months = **\$45,000 lost**

Imagine 90 Days From Now...

- Multiple competing offers on the table
- \$50K-\$150K increase in comp
- Working from home (if you want)
- Better work-life balance
- Complete control over your career

This is possible for you

The Choice Is Yours

**You can continue hoping things change on their
own...**

Or you can take control and make it happen

Ready To Get Started?

BOOK YOUR FREE STRATEGY CALL

No credit card required. Just 45 minutes to map your path.

Here's What To Do Right Now

- Click the button below
- Pick a time that works for you
- Show up ready to discuss your goals
- Leave with complete clarity on your next steps

BOOK YOUR STRATEGY CALL NOW

Takes 2 minutes to schedule

Remember...

**You don't even know what high-paying opportunities
exist**

Let me show you where the "easy money" is

One Year From Now...

You'll either be in the same position you're in today...

Or you'll be making \$50K-\$150K+ more

The choice is yours

I'll See You On The Call

This is your time. Let's make it happen.

BOOK NOW

Thank You

Book your free strategy call below