

Step 1: Profile Matching

We help salespeople strategically identify the best job opportunities available after considering their:

- Income Goals**
- Overarching Career Goals**
- Existing Work Experience**
- Preference to Work In-person or Remote**
- Risk Tolerance**

Profile Matching

Lesson Overview

- Understanding the Industry
- Understanding Different Roles
- Creating Your Target Employer List
- Career Development Maps

Understanding The Landscape

Why Does SaaS Pay So Much?

1. Cost of Goods Sold (write once sell forever!)
2. High Demand for Talent

SaaS Product Landscape

[Link to SaaS Products](#)

Different Company Profiles

1. startups,
2. mid-sized companies,
3. industry leading companies

Compensation Structure

On-Target Earnings

- OTE is a combination of an employee's base salary and the expected variable commissions or bonuses for achieving target performance levels.
- Example \$300k OTE = \$150k Salary + \$150k Annual Commission

Compensation Structure

Stocks

- Equity compensation (stock options or RSUs) represents partial ownership in the company, but only creates value if the company grows significantly and achieves a liquidity event (IPO or acquisition) or, for public companies, through stock price appreciation
- Enterprise Leaders (Salesforce, Google, Microsoft) offer RSUs that vest into liquid, tradable stock with immediate market value, providing predictable additional compensation (\$50k-\$200k+/year) on top of cash earnings that you can sell quarterly
- Growth Champions offer stock options or RSUs that may become valuable if the company goes public or gets acquired, typically within 3-5 year timeframe given their growth trajectory—realistic \$100k-\$1M potential but not guaranteed
- Venture-Backed Startups offer highest equity percentages (0.1%-0.5%) to offset risk, but these options are illiquid and speculative—70-80% of well-funded startups still fail, meaning most equity grants expire worthless despite impressive share counts
- Never rely on unvested or illiquid equity for living expenses or financial planning; only liquid RSUs from public

Understanding Different Roles

Understanding the Landscape

- Global Account Director- (Grade 1)
- Global Account Director (Grade 2)
- Enterprise AE - (Grade 1)
- Enterprise AE- (Grade 2)
- Enterprise AE- (Grade S)
- Mid-market AE- (Grade 1)
- Mid-market AE (Grade 2)
- Mid-market AE (Grade S)
- Small Business AE (Grade 1)
- Small Business AE (Grade 2)
- Small Business AE (Grade S)

Company Grade	Company Type	Example
Grade 1	Industry Leader/ High Growth	Salesforce, Microsoft, SAP, Snowflake
Grade 2	Rising Star/ Established Mid-size Company	Zoom, Twilio, Hubspot, DocuSign
Grade S	High Potential Startups	Stripe, Gong, Intercom

Enterprise Leaders

Company Characteristics:

- Established market dominators (\$1B+ revenue) with household brand names like Salesforce, Google, Microsoft, and AWS—maximum job security, comprehensive benefits, and predictable career paths make these optimal for building enterprise skills and resume credibility
- Lowest risk profile with stable income, mature sales processes, and 70-85% of reps consistently hitting quota; best choice for career switchers, parents/providers, or anyone prioritizing income stability over equity speculation
- Highest cash compensation (\$300k-\$600k+ OTE) with liquid RSU grants vesting into tradable public stock worth \$50k-\$200k+ annually—immediate wealth accumulation without gambling on company success
- Strategic fit: Choose if you need predictable earnings, want enterprise methodology training, seek work-life balance, or plan to build savings before taking calculated risks at high-growth companies
- Trade-offs include slower promotions due to organizational layers, bureaucratic processes, and lower learning velocity, but provides foundation for future moves to leadership roles at smaller, faster-growing companies

Growth Champions

Company Characteristics:

- High-growth product leaders (\$50M-\$500M revenue) with strong market positioning, proven business models, and clear IPO trajectory within 3-5 years—balanced risk/reward profile optimal for mid-career professionals seeking acceleration
- Moderate risk with validated revenue streams and institutional funding, but still dependent on execution and market conditions; expect evolving processes, strategic shifts, and potential restructuring during downturns
- Competitive compensation (\$200k-\$400k OTE) with meaningful pre-IPO equity (0.01%-0.1%) that has realistic potential to yield \$100k-\$1M+ at successful exit—neither gambling nor guaranteed, but reasonable odds if you evaluate company fundamentals
- Strategic fit: Choose if you have 3+ years SaaS experience, can tolerate uncertainty for career growth, have 6-12 months financial cushion, and want to optimize for both current earnings and equity upside
- Expect fast-paced environment (50-60 hour weeks), frequent priority changes, and need for self-direction, but offers fastest path to leadership roles, skill diversification, and significant wealth creation in successful exit scenarios

Venture-Backed Startups

Company Characteristics:

- Well-funded early-stage startups (Series A-C, <\$50M revenue) experiencing rapid growth but still proving scalability and business model viability—highest equity percentages but also highest risk of complete failure
- High risk profile with 70-80% failure rate despite venture funding; companies may run out of capital, pivot away from your market, or shut down unexpectedly even after raising significant funds—minimal job security regardless of your performance
- Compensation heavily weighted toward equity (0.1%-0.5% ownership) to offset lower cash (\$140k-\$220k OTE), requiring successful exit in 5-10 years to realize any value—90% probability equity becomes worthless, 10% chance of \$500k-\$10M+ payout
- Strategic fit: Only choose if you're risk-tolerant with 12-18 months financial runway, early in career without obligations, seeking maximum learning velocity, or making calculated bet as part of diversified strategy (not all-in on one startup)
- Reality check: Expect 60-70 hour weeks, ambiguous roles, constant change, limited resources, high stress, and strong possibility of job loss—most employees leave before equity vests, and even "hot" startups frequently fail

Compensation Expectations

- Global Account Director- (Grade 1)
- Global Account Director (Grade 2)

Salesforce
\$376k – \$504k

Salesforce
\$188k – \$252k

Compensation Expectations

- Enterprise Account Executive- (Grade 1)
- Enterprise Account Executive- (Grade 2)
- Enterprise Account Executive- (Grade S)

Salesforce
\$376k – \$504k

Salesforce
\$188k – \$252k

Compensation Expectations

- Small Business Account Executive- (Grade 1)
- Small Business Account Executive- (Grade 2)

Salesforce
\$376k – \$504k

Salesforce
\$188k – \$252k

Compensation Expectations

- Mid-Market Account Executive- (Grade 1)
- Mid-Market Account Executive- (Grade 2)
- Mid-Market Account Executive- (Grade S)

Salesforce
\$376k – \$504k

Salesforce
\$188k – \$252k

Creating Your List of Target Employers

Understand Current Position

Career Goals

- Life Long AE
- Startup Hopper
- Early Retire
- Leadership Track
- Business Owner/ Founder
- Eventually Transition Discipline

Creating Your List

(Link List of Company's By Grade)

Creating Your List

Additional Tool: RepVue

Creating Your List

Additional Tool: Best Place to Work

Creating Your List

Example 1

Creating Your List

Example 2

Creating Your List

Example 3

Career Development Map

Path to 300k

Additional Tool: Best Place to Work

Path to \$1M (Account Director)

Additional Tool: Best Place to Work

Path to \$1M (Start Up)

Additional Tool: Best Place to Work

Path to \$1M (Sales Leader)

Additional Tool: Best Place to Work