

I Was Just Like You

- 10 years at AT&T in various sales roles
- 2021: Making \$130K (final year)
- Long hours, feeling stuck, not enough money
- Unable to let wife stay home with daughter
- Overlooked for promotions despite being top performer

The Breaking Point

- 2021: Overlooked for promotion despite being top performer
- After 10 years of loyalty and high performance, still passed over
- Questioning everything

The Overheard Conversation

- Random day in the office
- Overheard coworkers talking about former colleague
- He left AT&T, now making \$400K+ at mid-market software company
- My reaction: 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
- This wasn't about working harder
- It was about being in the RIGHT boat

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

What if I could get into the **RIGHT** boat?

The Numbers Game

- Trying to figure out how to beat 99% of applicants
- At Google: 2,000 applicants for each role
- Only 20 get interviewed
- Question: How do I stand out?

Most candidates are never considered not because they CAN'T do the role... but because they have ZERO percent mindshare with the hiring manager

The Strategy

- If I can get in front of hiring managers and gain mindshare...
- ...I can dramatically increase my chances
- Implemented first part of Active Offer strategy

Within one week: Interviews with Salesforce, Google, and
Amazon. ACCESS BEATS APPLICATIONS

The First Salesforce Interview

- I bombed it completely
- I'm terrible at interviews
- The structure was unlike anything I'd experienced
- Devastating after all that work to get the interview

The Second Chance

- Within a week: Another Salesforce interview for different position
- This time would be different

The Preparation

- Abundance of research on what hiring managers look for
- Pre-prepared interview assets
- Clear understanding of how these interviews differ
- Knew exactly what they were hiring for

The Result

- My plan worked like a charm
- Aced the interview

PREPARATION BEATS NATURAL TALENT. With the right assets and strategy, anyone can ace these interviews

Two Years Later (2023)

- Met with long-time VP of Sales at Salesforce
- He'd made millions during his time in tech sales
- Was about to share his framework...

The Framework

- VP shared his framework for making \$1M+ per year
- The secret: EQUITY
- Most people only focus on base + commission
- The real wealth is in stock/equity

Taking Action (2024)

- Applied his advice
- Targeted roles with significant equity components
- Negotiated for maximum equity, not just cash

Landed role with high commissions AND over \$1M in equity in
1.5 years. TOTAL COMPENSATION INCLUDES EQUITY -
THAT'S WHERE THE REAL WEALTH IS

The Full Transformation

- 2012: \$65K
- 2021: \$130K (AT&T final year)
- 2022: \$514K (Salesforce first full year)
- 2024-2025: \$1.08M+ W2 + \$1M equity
- 300%+ income increase in first year

Time to Hired

- Hired within 6 days after landing interviews
- From stuck at \$130K to \$514K first year

The Peak

- Over \$1M in W2 compensation as Account Executive
- Close to another million in equity
- Working from home, better hours, more family time

August 2025

- Officially retired from corporate sales
- Living life on own terms
- More time with family
- Serving in the community

Giving back to Account Executives in the same position I was in. If I can do it, you can too. Let me show you how...

Meet Darrel

- AT&T Account Manager
- Making \$100K
- Felt stuck, felt underpaid, no real path out

Darrel's Implementation

- First test of Active Offer system outside of founder
- Used: Reverse Attraction, Interview Mastery, Negotiating the Offer
- Biggest breakthrough: Learned exactly what companies to look for and how to quickly lock down and ace interviews

Darrel's First Result

- New role: Account Executive
- First offer: \$90K raise (to \$190K)
- I got a \$90K raise on my first offer

Darrel's Year 2

- One year later: Used same method again
- Additional \$80K raise on new offer
- Plus: \$70K stock bonus
- Total progression: \$100K to \$190K to \$340K+ in ~2 years

Meet Simon

- Account Executive
- Making \$90K
- Job wasn't paying enough to meet his needs

Simon's Challenge

- Felt trapped at \$90K
- Knew he was capable of more
- Didn't know how to break through

Simon's Implementation

- Used: Reverse Attraction, Interview Mastery, Negotiation
- Biggest breakthrough: Targeted the right companies and gained access to hiring managers

Simon's Offer

- Final offer: \$280K
- Increase: +\$190K
- Over 3x his previous income!

Simon's Result

- New role: Account Executive at premium tech company
- \$90K to \$280K
- Life-changing transformation

Both Darrel and Simon used the same system. Both achieved life-changing raises (\$90K-\$190K). This system works. Period.

Here's What You Get

- The Active Offer System Video Training
- Scripts & Playbooks
- Interview Assets & Templates
- Group Coaching & Community
- Expert Support

Component #1: Video Training

- The Active Offer System Video Training
- 7+ comprehensive video modules
- The exact strategies that took me from \$130K to \$1M+
- Value: \$3,000

Component #2: Scripts Workbook

- Top Scripts That Land Interviews
- Proven scripts and templates for gaining access
- The exact language that opens doors
- Value: \$500

Component #3: Sure Hire Plays

- Real Plays to Get Recruited Fast
- Step-by-step playbooks for targeting top roles
- The strategies that got me interviews at Salesforce, Google, Amazon in one week
- Value: \$1,000

Component #4: Interview Assets

- Complete Interview Domination Toolkit
- Presentation Templates, 30-60-90 Day Plans
- Resume Template, Cover Letter Template
- Interview Questions Workbook
- Value: \$1,500

Component #5: LinkedIn Profile

- LinkedIn Optimization Checklist
- Complete profile audit and optimization guide
- Position yourself to attract recruiters
- Value: \$300

Component #6: Accountability Log

- 90-Day Action Tracker
- Stay on track with daily 30-minute implementation
- Track progress toward your offer
- Value: \$200

Component #7: Message Templates

- Cold Email & LinkedIn Vault
- The exact outreach templates that work
- Never guess what to say again
- Value: \$400

Component #8: Group Coaching

- Twice-Weekly Group Coaching Calls
- Get your questions answered in real-time
- Learn from others in the cohort
- Stay accountable and motivated
- Value: \$5,000

Component #9: Community Access

- Private Slack Community
- Connect with other high-performing sales professionals
- Share wins, get support, build your network
- Value: \$1,000

Component #10: Email Support

- Direct Email Support
- Get unstuck when you need help
- Expert guidance throughout your 90 days
- Value: \$2,000

Component #11: Negotiation Support

- Offer Negotiation Strategy
- Don't leave \$50K+ on the table
- Expert guidance when you have offers in hand
- Value: \$2,000

The Total Value

- Video Training: \$3,000
- Scripts & Plays: \$1,900
- Group Coaching: \$5,000
- Community & Support: \$5,000
- Interview Assets: \$2,000
- Total Value: \$16,900

Who This Is For

- Making \$80K+ in B2B sales currently
- 4+ years of sales experience
- Ready to invest 30 min/day for 90 days
- Want to achieve \$50K-\$150K+ raise
- Committed to implementation

Who This ISN'T For

- Less than 4 years sales experience
- Not in B2B sales
- Under \$80K current income
- Looking for magic button (no work required)
- Not willing to invest 30 minutes per day

Book Your Free Strategy Call

- On this 45-minute call, we'll:
- Map out your ideal role (comp, company, lifestyle)
- Identify positioning gaps keeping you stuck
- Show you roadmap to \$50K-\$150K+ raise
- Determine if Active Offer System is right for you

What To Do Right Now

- Click button below
- Pick time that works
- Show up ready to discuss goals
- Leave with complete clarity
- BOOK YOUR FREE STRATEGY CALL

Your \$130K to \$1M+ transformation is possible. I did it. Darrel did it (\$100K to \$340K+). Simon did it (\$90K to \$280K). Now it's your turn. Book Your Free Strategy Call