

# The Active Offer System

How Top AEs Position Themselves So Hiring Managers Seek  
Them Out

(And How They Increase Their Annual Income by \$100K in 90  
Days)

## 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 3 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**

**"Mindshare 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"**

## **Let's Recap The 3 Aha Moments**

**These 3 discoveries transformed how I thought  
about my career...**

# The 3 Belief Shifts

- **Aha #1:** The role you're in matters more than how hard you work
- **Aha #2:** Mindshare beats applications
- **Aha #3:** Preparation beats natural talent

## **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

**\$100K → \$190K → \$270K + \$70K stock**

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

25 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:

- ✓ Telecom (this works especially well for Telecom!)
- ✓ 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 sharing a price on this call. 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

# Here's What To Do Right Now

- Click the button below
- Pick a time that works for you
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# Thank You

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