

The Active Offer System

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

From \$150K to \$500K in One Year

While Working LESS and From Home

Sound Familiar?

- Stuck at the same income level for years
- Working 50-60+ hour weeks, constant travel
- Watching others get promoted while you grind
- Sending out resumes and getting nowhere
- Feeling undervalued and overlooked

You've Tried Everything...

- ✗ "Polish your resume"
- ✗ "Apply to 100+ jobs"
- ✗ "Network at events"
- ✗ "Work harder at current job"

Yet you're still stuck

It's Not Your Fault

**You've been following advice that was designed to
keep you powerless**

Let me explain...

I Was Just Like You

- 10 years at AT&T
- Never broke \$150K despite being top performer
- Working constantly, traveling every week
- Missing family time, burning out

Then I Got Laid Off

**After giving everything to that company for a
decade, I was just another number**

Feeling lost, questioning everything

That's When I Discovered Something

**A friend asked me: "What if instead of chasing jobs,
you made companies come to YOU?"**

It sounded crazy... but I was desperate enough to try

Here's What Changed Everything

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

**It's determined by WHO is hiring you and how
you POSITION yourself before the
conversation starts**

OLD WAY vs. NEW WAY

Old Way

- Apply through job portals
- Compete with 200+ candidates
- Hope for callbacks
- Accept lowball offers
- Stay powerless

New Way

- Target ideal companies
- Hiring managers seek YOU
- Multiple competing offers
- Negotiate from strength
- Control your income

Once I Applied This...

- ✓ 3 competing offers in 8 weeks
- ✓ Hired within 6 days
- ✓ First year: \$500K+
- ✓ Working from home
- ✓ Less than 45 hours/week

This Works For Others Too

- Darrel: \$90K raise on first offer
- Sarah: \$514K → \$1.08M in 2 years
- Multiple students: \$50K-\$150K raises
- Average: 30-90 days to results

In The Next 60 Minutes...

- The 3 secrets to commanding premium offers
- Why traditional job search keeps you powerless
- The exact 4-step system I used (and my students use)
- How to implement this in 30 minutes/day while employed

Before We Start, One Request

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

Sound good? Let's dive in...

Secret #1

The Active Offer Methodology

Why Traditional Job Search Keeps You Stuck (And What To Do
Instead)

Most Salespeople Believe...

"The way to advance is to work harder at my current job or apply to more positions"

This is a lie

Here's The Problem With That Belief

Job portals are designed to commoditize you. You're one of 200+ applicants, and the hiring manager never sees what makes you special.

The Best Opportunities Never Get Posted

80%

**of executive sales roles are filled through referrals and direct outreach
before they're ever posted**

If you're applying online, you're already too late

Working Harder Doesn't Change WHO Is Hiring You

You can be the best salesperson in a \$100K role... but that doesn't automatically qualify you for a \$300K role at a different company. You need POSITIONING.

Let Me Tell You The Full Story

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

The Grind

- Top performer every year
- Working 60+ hour weeks
- Constant travel (home 2 days/week)
- Missing my kids growing up
- Never broke \$150K despite hitting quota 130%

Then In 2015...

I got laid off. After everything I'd given, I was just another number on a spreadsheet.

Devastated, questioning everything

I Called My Friend Simon (VP at a Tech Company)

"Why are you rowing so hard in the wrong boat?"

My reaction: "What do you mean?"

Simon's Response

"You're amazing at sales, but you're in a role that caps you. What if you could pick the BEST offer available for your skillset?"

I'd never thought of it that way

That's When It Hit Me

I wasn't failing. I was just in the wrong POSITION. My skills were worth way more—I just needed to position myself correctly.

So I Created A System

**I reverse-engineered the exact role I wanted,
identified the hiring managers, and positioned myself
so THEY came to ME.**

The Result

- 8 weeks of implementation
- 3 competing offers
- Hired within 6 days of interviews
- First year: \$500K+
- Work from home, less than 45 hours/week

Here's The Truth

**The fastest way to double your income is to strategically
POSITION yourself so the right companies seek YOU out**

The Active Offer System

1

Profile
Matching

2

Reverse
Attraction

3

Interview
Mastery

4

Negotiating
the Offer

Step 1: Profile Matching

Reverse-engineer your ideal role based on:

- Income goals (\$150K? \$300K? \$500K+?)
- Lifestyle preferences (remote? travel? hours?)
- Company type (startup? enterprise? Series B?)
- Industry alignment (SaaS? Pharma? Manufacturing?)

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

Instead of chasing hiring managers, make them 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

This isn't about "performing well." It's about:

- Evaluating THEM as much as they evaluate you
- Positioning your value strategically
- Creating urgency through other opportunities
- 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" → "Is this the right opportunity?"

Step 4: Negotiating the Offer

With multiple competing offers, you negotiate from abundance:

- Leveraging other offers
- Structuring comp strategically
- Getting more than they offered
- Creating win-win scenarios

This Is Where Tens Of Thousands Get Added

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

Example: One student got \$90K more just by having 2 competing offers

Each Step Builds On The Last



This isn't 4 separate tactics. It's ONE unified system for commanding premium offers.

Meet Darrel

- Stuck at \$130K for 3 years
- Overworked, undervalued
- Frustrated with career plateau

What Happened When Darrel Applied This

- Week 1-2: Profile matching (identified 12 target companies)
- Week 3-6: Reverse attraction (5 hiring managers reached out)
- Week 7-8: Interviews with 3 companies
- Week 9: 2 competing offers

Darrel's Result

First offer: **\$220K** (\$90K raise)

One year later: **\$300K** (\$80K raise + \$70K stock)

\$170K+

Total increase in comp in 18 months

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)

Secret #1 Recap

The Active Offer System: Position yourself strategically so hiring managers seek YOU out, creating multiple competing offers

Make sense?

Secret #2

Why YOU Are Qualified For These Roles

(Even If You Don't Think So)

You Might Be Thinking...

"I'm not qualified for \$300K+ roles. Those are for people better than me."

Here's Why You Think That

- Job descriptions are intimidating
- You focus on what you DON'T have
- You compare yourself to others
- Imposter syndrome kicks in

But Here's The Truth

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

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

Can you 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

**Pharma → SaaS. Manufacturing → Tech. Insurance →
Finance.**

The fundamentals are the same. You just need to POSITION them
correctly.

I Had The Same Doubt

When I first looked at \$400K+ tech sales roles, I thought "I'm a telecom guy. They won't want me."

I Almost Talked Myself Out Of It

**I was about to only apply to telecom companies
(where comp caps at \$180K)**

But something told me to at least TRY

Then I Inventoried My Value

- 10 years closing enterprise deals
- Consistent quota attainment
- Complex sales cycle experience
- Team leadership
- Account management

I Realized...

These skills were worth \$400K+ in the RIGHT market. I just needed to position them correctly for tech buyers.

When I Repositioned Myself

**Hiring managers SAW the value. They didn't care I wasn't "from tech."
They cared I could close deals.**

Result: First year \$500K+

Here's What You Need To Believe

**Your skills ARE valuable. You just need to inventory them
and position them for premium markets.**

The Value Inventory Exercise

- Deal sizes you've closed
- Sales cycle complexity
- Industries served
- Team leadership
- Quota attainment %
- Special certifications/skills

Then Position It For Premium Markets

DON'T say: "Sold telecom services"

DO say: "Closed \$2M+ enterprise deals in 9-12 month sales cycles"

The difference: Transferable vs. industry-specific framing

Where The \$300K+ Roles Are

- SaaS (especially enterprise)
- Tech (cybersecurity, data, cloud)
- Pharma/Biotech
- Financial services
- Manufacturing tech

Your skills transfer to ALL of these

Meet Jennifer

- 8 years in pharmaceutical sales
- Making \$115K
- Felt "stuck in pharma"
- Scared to pivot to tech

"I thought tech companies would laugh at my pharma background. I almost didn't even try."

What Happened When She Applied Profile Matching

We inventoried her transferable skills:

- Selling to C-suite in hospital systems
- \$5M+ territory management
- Complex regulatory environment navigation
- Team collaboration across functions

We Repositioned Her For Healthcare SaaS

"Enterprise sales professional with proven C-suite selling in highly regulated environments"

Health tech companies were VERY interested

Jennifer's Result

4 interviews in 6 weeks

2 offers

Final comp: **\$245K** base + equity

\$130K

increase from pharma role

"I can't believe I almost talked myself out of this. My skills were always valuable—I just needed to see them differently."

What About You?

What deals have you closed?

What complexity have you navigated?

What results have you delivered?

You're more qualified than you think

Secret #2 Recap

Your skills ARE valuable and transferable. You just need to inventory them and position them for premium markets.

Still With Me?

Two secrets down, one to go...

This last one is important

Secret #3

How To Implement This While Working Full-Time

(In Just 30 Minutes Per Day)

You Might Be Thinking...

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

These Are Valid Concerns

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

I'm going to show you how to do this discreetly and efficiently

The Time Myth

Myth: This takes hours per day

Reality: 30 minutes per day is enough

10 min: LinkedIn optimization/activity

15 min: Strategic outreach

5 min: Follow-ups

How To Do This Without Your Employer Knowing

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

Realistic 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 hired

Does This Work In MY Industry?

If you're in B2B sales, YES

Proven industries:

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

Let Me Tell You About Marcus

- Manufacturing sales, making \$95K
- Working 55 hours/week
- Two young kids
- Wife worked full-time too

"This sounds great, but I barely have time to breathe. How am I supposed to add a job search on top of everything?"

I Told Him...

"You're right. If you do this the OLD way (applying to 100+ jobs), you don't have time."

"But if you do it strategically, 30 minutes per day is enough"

Here's What Marcus Did

6:00-6:30am: Before kids woke up

- Monday: Identify 3 target companies
- Tuesday: Find hiring managers on LinkedIn
- Wednesday: Craft outreach messages
- Thursday: Send connection requests
- Friday: Follow up on responses

For Calls and Interviews

- Scheduled as "client meetings" or "doctor appointments"
- Took calls during lunch in car
- 1-2 interviews per week max
- Never impacted work performance

Marcus's Result

- Week 1-2: Identified 8 target companies
- Week 3-5: LinkedIn optimization, gathered referrals
- Week 6: First exploratory call
- Week 8: Three formal interviews scheduled
- Week 10: Offer in hand

\$95K → \$185K (\$90K raise)

"I can't believe I waited so long. 30 minutes per day changed my family's life. We went from barely scraping by to comfortable—and I work LESS now."

Why This Doesn't Take Forever

Because:

- You're TARGETING not spray-and-pray
- Hiring managers come to YOU (less chasing)
- You focus on HIGH-VALUE activities only
- System is repeatable (no reinventing the wheel)

Time Wasters To AVOID

Don't:

- ✖ 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

Result: Way more efficient

This Works Across Industries

- Sarah (SaaS): \$125K → \$240K
- David (Pharma): \$110K → \$195K
- Lisa (Manufacturing): \$85K → \$165K
- James (Fintech): \$150K → \$320K

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.

Secret #3 Recap

You CAN do this while employed in just 30 minutes/day. It works across industries. And the cost of waiting is too high.

Let's Recap All Three Secrets

- **Secret #1:** The Active Offer System (position strategically)
- **Secret #2:** Your skills ARE valuable (inventory and reposition)
- **Secret #3:** You can do this NOW (30 min/day while employed)

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?

Here's What Happens Next

**Some of you are thinking: "This sounds great... but
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 For A Cookie-Cutter Approach

- 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 Get

- 1-on-1 Coaching
- Strategic Resources
- Implementation Support
- Accountability & Community

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
- Company evaluation criteria
- Value positioning tactics
- Creating urgency strategies

Module 4: Negotiating The Offer

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

Premium Resources Included

- Resume templates
- LinkedIn audit checklist
- Cold email vault
- Interview question database
- Target account selector
- Accountability log

PLUS: Direct Coaching With Me

- Weekly strategy calls
- Resume and LinkedIn review
- Interview prep sessions
- Negotiation strategy planning
- Real-time feedback and adjustments

What's This Worth?

Questions to 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. Because your situation is unique.

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

I Want To Invite You To A Strategy Session

This is a 45-minute call where we'll:

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
- Proven track record of results
- Ready to invest in your career
- Willing to put in 30 min/day for 90 days
- Want to double income in next 6-12 months

Who Shouldn't Book This Call

Not a fit:

- Looking for a magic button (no work)
- Not in B2B sales
- Not willing to invest in yourself
- Want to "think about it for 6 months"
- Making under \$50K (not ready yet)

One Important Thing...

I only take on 10 clients per quarter

Why? Because I personally work with each person. I can't scale beyond that and deliver results.

Right now I have 3 spots 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**

Can you afford to wait?

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

Ready To Get Started?

BOOK YOUR STRATEGY SESSION

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

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

BOOK YOUR STRATEGY SESSION NOW

I'll See You On The Call

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

BOOK NOW