



⚡ Premium Action Guide

Learn **Tech Sales**: 90-Day SDR/AE Playbook

Master modern prospecting, discovery, demos, and follow-up. Build a simple stack, run proven plays, and book real meetings—no fluff, just moves you can execute this week.

📌 **Updated for 2026** 📅 **90 days** Target ramp to first booked meetings (example)

📢 @jobhacki · JobHacki Community



Start Fast

Clear first steps you can take this week.



Real Sources

Built from people who actually did it.



Honest Numbers

Source-reported pay, costs, and risks.

Get the Full Guide Vault →

🔒 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- ✓ What you'll build
- ✓ Step 1 — 🎯 Choose your track and ICP
- ✓ Step 2 — 🧠 Map problems, outcomes, and proof
- ✓ Step 3 — 🛒 Set up a lean sales stack
- ✓ Step 4 — 📄 Optimize your buyer-facing profiles

What you'll build

A practical, repeatable tech sales system you can run daily to find prospects, start conversations, book discovery, deliver high-impact demos, and progress deals. You'll set up a lean tool stack, sharpen messaging with AI, and build authority on the platform your buyers already use.

Follow a 90-day cadence that compounds: tight outreach, quantified discovery, outcome-led demos, and consistent follow-ups—plus optional inbound content to warm future deals.

- 1 Lean stack for outreach, meetings, and CRM
- 2 ICP targeting and problem-first messaging
- 3 Cold email + Loom video plays that convert
- 4 Discovery and demo frameworks tied to ROI
- 5 Optional inbound engine on one core platform

Platforms & tools

Website Builders

0 free · 6 paid



AI Models

0 free · 3 paid





VS Code •

Automation

0 free · 3 paid



Zapier •



Make.com •



n8n •

Lead & Outreach

3 free · 2 paid



LinkedIn •



Calendly •



Loom •



Instantly •



Upwork •

▶ MODULE 03

Step 1 — Choose your track and ICP

Pick your lane: SDR (hunter) or AE (closer). Define a tight Ideal Customer Profile: industry, company size, job titles, tech stack, triggers. Use your own background to pick a niche you can speak to with credibility.

PROMPT – NICHE CLARITY

Answer in bullets:

- Toughest professional thing I overcame: [WHAT]
- What's broken in [INDUSTRY] and how I'd fix it: [WHAT/HOW]
- Topics I like talking about daily: [TOPICS]

Now propose 3 laser-focused ICPs (industry + size + buyer title + primary pain + why I'm credible) for [SDR|AE] selling [PRODUCT TYPE].

Tip

Avoid "everyone." Start with one overlooked segment that isn't bombarded by cold email; relevance beats volume.

▶ MODULE 04

Step 2 — Map problems, outcomes, and proof

List the top 3 pains your ICP pays to solve and the business outcomes they want (revenue up, costs down, risk reduced, time saved). Build a Ladder of Credibility: public research → proprietary data/case studies → testimonials → your observations. Lead with a clear answer, not fluff.

PROMPT — OUTCOME MAP

Create a table of ICP pains → measurable outcomes → proof I can cite → discovery question to validate. Prioritize by impact and ease. ICP: [INDUSTRY + BUYER]. Product: [ONE-LINER].

Tip

LLMs are conversational engines, not knowledge engines—fact-check claims and link to sources. Keep messaging scannable and aimed at buyers.

► MODULE 05

Step 3 — Set up a lean sales stack

Stand up the basics in one afternoon: Gmail for sending, Calendly for booking, Loom for personalized video, a simple CRM (e.g., GoHighLevel) for contacts/activities, and a shared Google Drive for assets. Connect your calendar, set your email signature with your single booking link, and create one pipeline view (Prospect → Replied → Meeting → Opportunity → Closed).

Tip

HighLevel bundles CRM, email, SMS, calendar, and automations so you don't juggle 5 tools. Keep your stack minimal so you ship.

Step 4 — Optimize your buyer-facing profiles

Buyers check profiles before replying. Pick one primary platform and make it conversion-ready: clear positioning, authority proof, and one action link.

Platform	What to do in this step
LinkedIn	Headline = outcome for [ICP]. About = 3 pains → outcomes + proof. Featured = case study/lead magnet. Post a weekly insight. CTA = one booking link.
YouTube	Banner from Canva with promise + CTA. Create playlists by ICP pain. Pin a video with a clear hook and lead magnet. Add booking link in top lines.
TikTok	Bio one-liner for [ICP]. Pin 3 value shorts. Use a single landing page link. Post relevant trends only if they tie to your main subject.
Instagram	Bio outcome + CTA. Story Highlights = wins, FAQs, demos. Pin 3 reels solving one pain each. Keep account public.
X	Profile line = who you help and how. Pin a proof thread or case study. Engage daily in ICP threads; DM selectively.

Tip

Strangers drive growth. YouTube is powerful for beginners because discovery is algorithmic; keep a single, clear link—avoid “link farms.”

Step 5 — Shape a simple offer and CTA

Decide the next step you'll consistently ask for: a 15-minute problem mapping call or a tailored demo. Increase perceived value using the offer equation: amplify dream outcome and likelihood of success; reduce time delay and effort. Keep the CTA specific (timeboxed, single link).

PROMPT — CTA REFINEMENT

Given ICP [WHO], pain [PAIN], and outcome [OUTCOME], draft 3 CTAs that increase likelihood of success and reduce time/effort. Each $\leq$ 15 words, single action, no jargon.

Tip

Lead conversations by real business constraints and ROI—don't "sell AI workflows." Tie everything to impact.

► MODULE 08

Step 6 — Build your 90-day practice plan

Set a weekly rhythm you can keep. Example: Mon–Thu: 20 tailored touches/day (email or DM), 2 Looms/day, 1 role-play/day. Fri: pipeline review, message tweaks, and one authority post/video. Send one helpful value email to your list each week. Repeat the cycle.

Tip

Treat it like the gym. Consistent reps over 30–90 days beat sporadic sprints. Momentum > perfect tooling.

► MODULE 09

Step 7 — Prospect where your buyers are

Start with one platform where your ICP hangs out. Build a focused list: 50–200 accounts with triggers (hiring, funding, new leadership, tech change). Personalize by role and pain. Prefer segments less bombarded for higher reply rates.

PROMPT — LIST HYPOTHESES

Propose 3 prospecting segments for [PRODUCT] based on low competition/high relevance. For each: trigger, pain, best opener angle, sample subject line.

Tip

Cold email success = data quality × targeting × message × timing. Poor lists kill even great copy.

► MODULE 10

Step 8 — Write first-touch emails that get replies

Write like you talk. Keep it short: how you found them, the problem, why your angle is different, and a specific next step. Plain text wins; one CTA; no attachments on first touch.

PROMPT — COLD EMAIL GENERATOR

Write me a high-converting first-touch cold email for [ICP ROLE] at [COMPANY TYPE] about [PAIN] caused by [TRIGGER]. Keep it conversational and 75–120 words. Ask me 3 questions first about my product, offer, and target market. Use a soft, specific CTA for a 15-minute call.

TEMPLATE – FIRST TOUCH (PROBLEM-LED)

Subject: [PAIN] at [COMPANY]

[Name], noticed [TRIGGER]—teams like yours usually see [PAIN → IMPACT]. We help [PEERS] cut [METRIC] by [X%] in [TIME] without [COMMON OBJECTION].

Worth a 15-min map to see if this fits [COMPANY]? If not, I'll point you to a quick resource either way.

– [YOUR NAME]
[ONE LINK]

TEMPLATE – BUMP FOLLOW-UP

Subject: quick bump

[Name], circling back on [PAIN] from last week. 15 mins to see if [OUTCOME] is realistic for [COMPANY]?

If now's bad, I can send a 2-minute Loom instead.

– [YOUR NAME]

TEMPLATE – SOCIAL DM (CRED-LED)

Subject: [Personalized hook for [Name]]

Hey [Name]—helped [PEER LOGO/ROLE] go from [BEFORE] to [AFTER]. Not sure it maps to your world, but I recorded a quick Loom on how I'd approach [PAIN] at [COMPANY]. Want it?

Tip

The "from" name is the biggest open-rate lever. Be ethical—no fake stories. Keep batch sizes small to protect deliverability.

Step 9 — Send personalized Looms that get watched

Record a 60–90s Loom: hook, social proof, problem, tailored solution path, 1–2 benefits, and a single CTA. Show their site/app with your face bubble; title the video with their company and pain so it stands out.

TEMPLATE – LOOM OUTREACH SCRIPT

Hook (3s): “[Name], quick idea to cut [PAIN] at [COMPANY] by [X]%.”
 Proof (5s): “We did this for [PEER]—happy to share details.”
 Problem (10s): “I noticed [TRIGGER] likely causing [PAIN→IMPACT].”
 Solution sketch (20s): “3 steps I’d run: [STEP 1], [STEP 2], [STEP 3].”
 Benefits (10s): “Fast win: [WIN]. Bigger win: [WIN].”
 CTA (5s): “15 mins to map if this fits? Link is below.”

Tip

Keep it tight and human. Put the Calendly link as the only link. Include their logo in the thumbnail for relevance.

Step 10 — Make booking frictionless

Create one 15-minute Calendly event with 3–5 qualifying questions. Add the link to your email signature, DMs, and pinned posts. After booking, auto-send a thank-you email with time, agenda, and a brief resource to set context.

PROMPT – POST-BOOKING EMAIL

Draft a short confirmation email for a 15-minute discovery with [NAME] at [COMPANY] about [PAIN]. Include agenda bullets, Zoom link placeholder, and 1 resource link. Tone: concise, helpful.

Tip

Use a single, clear link everywhere. Avoid multi-link hubs—they add friction and lower conversions.

► MODULE 13

Step 11 — Discovery that quantifies ROI (SCAN)

Run SCAN: Study the business, Calculate the opportunity, Architect the solution, Narrate the results. Tie each answer to money/time/risk. Confirm constraints, stakeholders, and timing. End by agreeing on the problem, impact, and next step.

PROMPT – DISCOVERY PLANNER

Using SCAN, create 6 discovery questions for [ICP ROLE] at [COMPANY TYPE] with [TRIGGER]. For each, include what a great answer sounds like and the metric to capture (baseline → target).

Tip

Focus the meeting on outcomes. Buyers pay for quantified impact—revenue, savings, risk reduction, or time back.

► MODULE 14

Step 12 — Demo for impact, not features

Build a tight narrative: restate the agreed pain, show only the 3–5 moments that create the outcome, and confirm value after each section. Use OBS Studio to rehearse face/screen switches and reduce post-production. Lead with a clear answer; keep depth for questions.

PROMPT — DEMO STORYBOARD

Create a 5-scene demo flow for [PRODUCT] addressing [PAIN] for [ICP]. For each scene: objective, what to show, proof point, and a confirmation question. Keep total demo ≤ 15 minutes.

Tip

YouTube-style jump cuts don't replace substance. Buyers want answers and trust; use a short tease but deliver depth.

► MODULE 15

Step 13 — Proposals and business cases that win

Summarize pains, current cost, proposed approach, expected outcomes, and proof. Price in the context of value created and time saved. Use the offer equation: increase success likelihood (implementation support) and reduce time/effort (templates, onboarding).

PROMPT — BUSINESS CASE DRAFT

Draft a 1-page business case for [COMPANY] to solve [PAIN]. Include baseline → target metrics, timeline, resources required, risks, and proof. Price relative to annual outcome; label all numbers as example-only placeholders.

Tip

Keep contracts lightweight early; excessive legal friction can stall small/mid deals. Let the numbers and proof do the work.

► MODULE 16

Step 14 — Handle objections and negotiate smart

Map objections to constraints: money, authority, need, timing, risk. Trade scope, sequence, or terms—don't default to discounts. If it's truly "not now," book a date-certain next step tied to a trigger (budget cycle, result deadline).

PROMPT — OBJECTION HANDLING CHEATSHEET

For [PRODUCT] and ICP [ROLE], list top 7 objections. For each, provide a 2-sentence reframe tied to ROI, one tradeable (scope/time/terms), and a next-step CTA.

Tip

Technical buyers and founders spot fluff fast. Stay anchored to constraints and proof; avoid generic promises.

► MODULE 17

Step 15 — Follow-ups that compound over time

Have a cadence: send the second email 3–5 days after the first, then every 2–3 days, spacing out as you go. Mix formats: quick bump, value email, short Loom, social DM. Send a weekly

value email to your list with a useful story, insight, takeaway, and a soft offer.

PROMPT – VALUE EMAIL IDEAS

Write me a high-converting value email in the style of [VOICE] using proven marketing psychology. Keep it conversational, story-driven, and designed to educate, build trust, and lead naturally into my offer. Before writing, ask me 2–3 questions about my business, my offer, and my target market.

Tip

Test send times—midweek late morning/early afternoon can work, but always A/B test. Keep emails short, plain text, and from a recognizable name.

► MODULE 18

Step 16 — Optional inbound: weekly authority content

Use one platform to publish consistent answers to searchable pains. On YouTube, focus on: search-based tutorials (trust starters), credibility builders (proof), and deep dives (differentiators). Structure videos: hook, setup, solution, application, CTA. Repurpose to shorts; upload natively to each platform.

TEMPLATE – HOOKS THAT STOP THE SCROLL

Hook A: "Look at this freaking thing right here..."

Hook B: "Would you look at this freaking thing right here? Here's why it's brilliant..."

Hook C: "I can't believe [RESULT] from this one simple change..."

Use a trending angle in the first 5 seconds, then keep the rest on your main subject.

Tip

Don't build only on rented land. Publish where AI and search can find it (YouTube, website), and always capture emails with a single clear landing page.

► MODULE 19

Step 17 — Make a simple, relevant lead magnet

Create a checklist, swipe file, or 10-minute mini-course that solves the next problem after your content. Host it on a simple landing page (e.g., Beehiiv). Offer it at the end of videos or posts and in email signatures to build a warm, problem-aware list.

PROMPT — LEAD MAGNET OUTLINE

Draft a 1-page checklist to solve [SPECIFIC PAIN] for [ICP]. Include 7–10 steps, a mini scorecard, and a CTA to book a 15-minute mapping call.

Tip

Keep it simple and hyper-relevant to your latest video or post. One problem, one quick win, one CTA.

► MODULE 20

Step 18 — Analyze signals and double down

Track opens, replies, meetings booked, show-rates, and stage conversion. Data-mine sales calls, onboarding, emails, DMs, and comments for phrases buyers use—feed those back into subject lines and hooks. For videos, study the first 5 seconds; make more of what works and stop what doesn't.

PROMPT – COPY FROM CALL NOTES

Summarize these call notes into 5 prospect pains, 5 exact buyer phrases, and 3 headline/subject line options. Notes: [PASTE]

Tip

YouTube viewers want answers and trust. Treat analytics as a compass: replicate winners; prune losers quickly.

► MODULE 21

Step 19 — Use AI well (prompts and guardrails)

Pick the right model for the job (speed vs depth). Use one-shot prompting for accuracy. Increase information density and avoid conflicting instructions. Connect models to your external notes/docs for factual accuracy. Use AI at critical points: research, drafts, summaries, and rehearsal—not to replace real conversations.

PROMPT – REWRITE IN MY VOICE

Here's my voice sample: [PASTE]. Here's the email: [PASTE]. Rewrite for [ICP], keep to 110 words, 1 CTA link, and preserve these phrases: [PHRASES].

PROMPT – DISCOVERY QUESTION UPGRADE

Improve these 6 discovery questions for [ICP] to quantify money/time/risk. Label which metric each question targets and add a follow-up that gets a number. Questions: [PASTE]

Tip

AI isn't a silver bullet. Embed it into deterministic steps; manually handle nuance. One well-placed example ("one-shot") beats vague prompts.

► MODULE 22

Step 20 — Build habits and resilience

Engineer your environment to make prospecting and practice effortless: block daily outreach time, script role-plays, prep assets. Use your phone for quick capture, but a computer for editing and analysis. Upgrade mic/cam when funds allow—never let gear stop you. Show up fully yourself.

TEMPLATE — 12-WEEK CADENCE

Weeks 1–2: ICP & messaging sprints + 20 touches/day.

Weeks 3–4: Discovery reps + 2 Looms/day.

Weeks 5–6: Demo storyboard + 2 calls/day.

Weeks 7–8: Proposals + objection drills.

Weeks 9–12: Scale what works; add one weekly authority post/video; weekly value email.

Tip

Lock in for 90 days: limit distractions and measure reps. Don't overthink—momentum plus a few smart blocks is enough.

► MODULE 23

Mistakes to avoid



SPRAY-AND-PRAY ICP

Trying to sell to everyone makes your message invisible. Pick a niche and a pain.



OVER-AUTOMATING

Automating everything kills authenticity. Use AI at key points; keep conversations human.



RENTED-LAND DEPENDENCE

Building only on social platforms risks bans and algorithms. Capture emails and meetings.



TREATING YOUTUBE LIKE TIKTOK

Snappy edits without depth lose buyers. Deliver clear answers and proof.



SKIPPING ROI MATH

Without quantified impact, deals stall. Use SCAN and numbers, even if rough.



CONTRACT OVERKILL

Heavy legal for small/mid deals adds friction. Keep it simple when appropriate.



UNETHICAL COLD EMAIL

Fake stories or tricks damage trust and deliverability. Keep it honest and plain text.



TOOL SPRAWL

Multiple disconnected tools create drag and cost. A lean, integrated stack wins.

► MODULE 24

Salary Estimate

\$60k–\$90k OTE

SDR/BDR typical first-year on-target earnings (example-only)

\$120k–\$180k OTE

AE SMB typical on-target earnings (example-only)

\$160k–\$240k OTE

AE Mid-Market typical on-target earnings
(example-only)

\$250k–\$400k+ OTE

AE Enterprise typical on-target earnings
(example-only)

10–20%+ variable

Commission component as share of total comp,
varies by plan (example-only)

► **MODULE 25**

Resources

RESOURCES



The Gary Halbert Letter

Classic direct-response letters to sharpen sales copy ↗



Breakthrough Advertising (Eugene Schwartz)

Timeless frameworks on market sophistication and demand ↗



Marketing Secrets Podcast (Russell Brunson)

Webinar, funnel, and offer insights ↗



YouTube Creator Academy

Free lessons on video structure and analytics ↗



Google Trends

Find rising topic interest for content planning ↗



AnswerThePublic

Discover real questions your ICP searches ↗

TABLE OF CONTENTS

- | | |
|--|---|
| 01 What you'll build | 02 Platforms & tools |
| 03 Step 1 — 🎯 Choose your track and ICP | 04 Step 2 — 🧠 Map problems, outcomes, and proof |
| 05 Step 3 — 📦 Set up a lean sales stack | 06 Step 4 — 📄 Optimize your buyer-facing profiles |
| 07 Step 5 — 🧩 Shape a simple offer and CTA | 08 Step 6 — 📅 Build your 90-day practice plan |
| 09 Step 7 — 🔍 Prospect where your buyers are | 10 Step 8 — ✍️ Write first-touch emails that get replies |
| 11 Step 9 — 📺 Send personalized Looms that get watched | 12 Step 10 — 📅 Make booking frictionless |
| 13 Step 11 — 🤖 Discovery that quantifies ROI (SCAN) | 14 Step 12 — 💡 Demo for impact, not features |
| 15 Step 13 — 📄 Proposals and business cases that win | 16 Step 14 — 🛡️ Handle objections and negotiate smart |
| 17 Step 15 — 🔄 Follow-ups that compound over time | 18 Step 16 — 📣 Optional inbound: weekly authority content |
| 19 Step 17 — 🧲 Make a simple, relevant lead magnet | 20 Step 18 — 🇮🇹 Analyze signals and double down |
| 21 Step 19 — 🤖 Use AI well (prompts and guardrails) | 22 Step 20 — 🏋️ Build habits and resilience |
| 23 Mistakes to avoid | 24 Salary Estimate |
| 25 Resources | |



This guide is 1% of what members get

Get access to thousands of tools, resources, playbooks, guides, and more.

Land your dream job. Start your dream business.



OmniCut

Any video → a timestamped, cut-by-cut edit blueprint.



OmniScript

Turn any idea into a viral-ready script with hooks.



Resume Builder

Recruiter-tested one-page resume, auto-built from your LinkedIn.



Job Readiness Simulator

Paste a job link — get tested + your fastest study path.



Tool Directory

Every AI tool that makes money, organized + searchable.



Job Directory

Tens of thousands of live jobs across 12+ ATS systems.



Playbook Directory

100+ grounded, step-by-step income playbooks.

Access 100+ playbooks free — create your account

Get All-Access

[See the community & what's inside](#)

Join free today — founding-member pricing locks in before the tools go paid.

Learn More →

Created by JobHacki · @jobhacki · JobHacki Community · Version 2026

Income figures in this guide are source-reported or estimates from real creators and practitioners — not guarantees. Income depends on location, skill, speed, and demand. Verify pay rates and offers before applying or buying.