JobHacki
OPPORTUNITY GUIDE

⚡ 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)

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🚀 **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 3 — 🧰 Set up a lean sales stack
- ☑ Platforms & tools
- ☑ Step 2 — 🧠 Map problems, outcomes, and proof
- ☑ Step 4 — 🪪 Optimize your buyer-facing profiles

▸ MODULE 01

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

▸ MODULE 02

Platforms & tools

Website Builders

0 free · 6 paid

GoHighLevel · Wix · WordPress · Squarespace · Carrd · Hostinger

AI Models

0 free · 3 paid

ChatGPT · Claude · Gemini

Dev & Hosting

0 free · 1 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.

▸ MODULE 06

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.”

▸ MODULE 07

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 ≤ 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.

▸ MODULE 11

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.

▸ MODULE 12

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	↗

Exploding Topics — Early trend signals for content hooks

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THE JOBHACKI ARSENAL

What All-Access members get

All 7 JobHacki tools on one membership.

Hack your career.

AI Auto Apply

Swipe real jobs. We get each application ready; you check it and press submit.

Job Directory

Live jobs pulled straight from company hiring systems.

Resume Builder

A role-ready resume in minutes.

Resume Match

A 0-100 match score against live roles.

Interview Role Play

Free practice tests with an account; voice mock interview after the trial.

Playbook Directory

Step-by-step income and job playbooks.

Tool Directory

Tools, prompts, GitHub repos and GPTs, by category.

Create your free account

Get All-Access — see price and terms

See the community & what's inside

A free account opens the job hubs, playbook library, Tool Directory and Interview Role Play's practice tests.

Learn More →

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