

7 Steps to Earning 7-Figures in SaaS Sales

BRANDON FLUHARTY



**“We love talking about money...
But we hate talking about *making*
money.”**



Form W-2 Wage & Tax Statement **2019**

Copy B - To Be Filed With Employee's FEDERAL Tax Return.

This information is being furnished to the Internal Revenue Service.

Department of the Treasury - Internal Revenue Service

OMB No. 1545-0008

a Employee's social security number [REDACTED]	1 Wages, tips, other compensation 1460666.70	2 Federal income tax withheld 325458.26			
c Employer's name, address, and ZIP code LivePerson, Inc. [REDACTED]	3 Social security wages 132900.00	4 Social security tax withheld 8239.80			
	5 Medicare wages and tips 1406004.45	6 Medicare tax withheld 31241.10			
	7 Social security tips 0.00	8 Allocated tips 0.00			
b Employer identification number (EIN) [REDACTED]	9	10 Dependent care benefits 0.00			
e Employee's name, address, and ZIP code Brandon Pluharty [REDACTED]	11 Nonqualified plans 0.00	13 Statutory employee Retirement Third-party sick pay <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>			
	12 See instructions for box 12 C 162.00 D 19000.00 DD 23725.44	14 Other			
15 State Employer's state ID No.	16 State wages, tips, etc.	17 State income tax	18 Local wages, tips, etc.	19 Local income tax	20 Locality name

2019

1 year rolling
average:
\$1.46M

Form W-2 Wage & Tax Statement **2020**

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Department of the Treasury - Internal Revenue Service

OMB No. 1545-0008

a Employee's social security number [REDACTED]	1 Wages, tips, other compensation 849815.96	2 Federal income tax withheld 150261.31			
	3 Social security wages 137700.00	4 Social security tax withheld 8537.40			
c Employer's name, address, and ZIP code LivePerson, Inc. [REDACTED]	5 Medicare wages and tips 752187.55	6 Medicare tax withheld 15876.41			
	7 Social security tips 0.00	8 Allocated tips 0.00			
	9	10 Dependent care benefits 0.00			
b Employer identification number (EIN) [REDACTED]	11 Nonqualified plans 0.00	13 Statutory employee <input type="checkbox"/> Retirement plan <input checked="" type="checkbox"/> Third-party sick pay <input type="checkbox"/>			
e Employee's name, address, and ZIP code Brandon Fluharty [REDACTED]	12 See instructions for box 12 C 178.50 D 19500.00 DD 18618.72	14 Other			
	15 State Employer's state ID No.	16 State wages, tips, etc.	17 State income tax	18 Local wages, tips, etc.	19 Local income tax

2020

2 year rolling average:
\$1.15M

Pay summary

Find by

Company

Year

As of 9/30/21

Earnings

Type	Hours	Amount
Commission	0.0000	\$503,738.73
ESPP Income	0.0000	\$4,655.75
ESPP Refund	0.0000	\$7,280.48
Group Term Life	0.0000	\$135.00
LTD Imputed Inc	0.0000	\$223.56
Personal Time	32.0000	\$3,076.80
Regular Pay	1,512.0600	\$145,384.74
RSU Update	0.0000	\$71,246.20
Wellness Days	16.0000	\$1,538.40
Total	1,560.0600	\$737,279.66

End of October Payout:

\$390,290

EOY minimum:

\$1,114,560.66

2021

3 year rolling
average:

\$1.14M

SAFE HARBOR To enter the 7-figure earners club in SaaS

- 1| You are selling to large enterprises
(companies with 5,000+ employees)**
- 2| You have experience selling to large enterprises
(at least 3 years)**
- 3| You have the patience to endure long sales
cycles
(9 - 18+ months)**



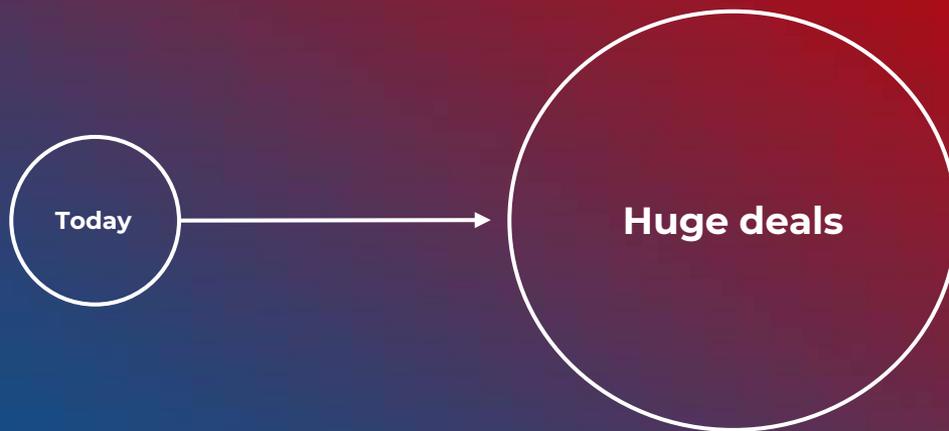
READY?

7



1

Get in the right environment to close huge deals.





LET'S DO THE MATH

What's your base salary?

\$185,000

Additional income from company?

\$71,575 (1,100 vested stock options)

Locked-In Earnings

\$256,575

Target Earnings

\$1,000,000

Gap

\$743,425





ADD YOUR PERSONAL SALES PERFORMANCE DATA

<i>Total proposals sent last year</i>	<i>3</i>
<i>Your closing ratio last year</i>	<i>65%</i>
<i>Total deals won last year</i>	<i>2</i>
<i>Your average deal size last year</i>	<i>\$1,190,817</i>
<i>Hours to work in year</i>	<i>1,880*</i>

***Assumes a standard 40-hour week, 3 weeks vacation taken, and 10 paid holidays**





LAYER ON YOUR QUOTA AND COMMISSION PLAN

Annual quota	\$2,220,880				
Commission plan	Rate	Bookings Needed	Deals Needed	Payout	Gap
Base	8.33%	\$2,220,888	2	\$185,000	\$558,425
Accelerator	16.66%	\$3,351,891	3	\$558,425	\$0

TOTAL	\$5,572,779	5	\$743,425
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251%





DETERMINE WHAT AN HOUR OF TIME IS WORTH

Locked-in hourly rate

\$136.48 (\$257K / 1880 hours)

Target earnings hourly rate

\$395.44 (\$743K / 1880 hours)

7-figure earner hourly rate

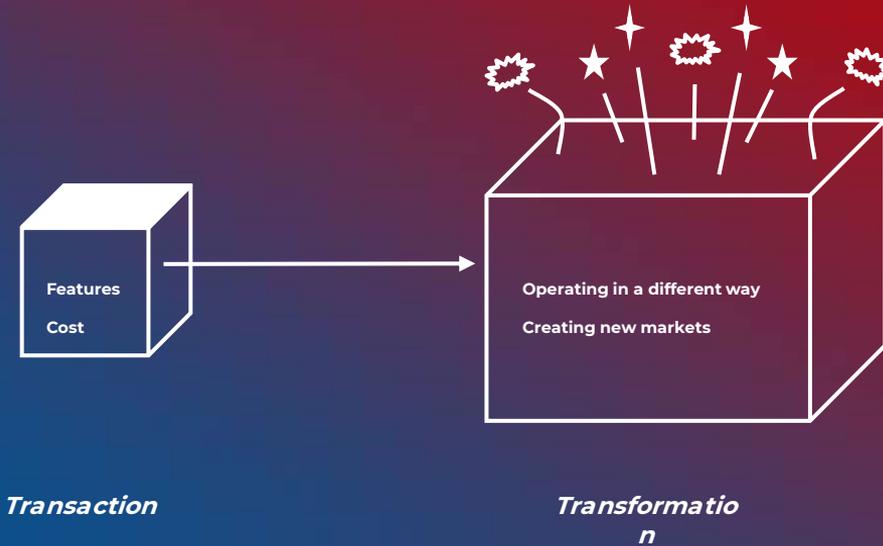
\$531.91

 **Why is this important?**

You'll need to be protective of your time (and energy)

2|

Build a transformation mindset.



WHY SAAS SELLERS DON'T SELL TRANSFORMATIONS

1| Lack the confidence, experience, or skills 😞

2| Too busy 😞

3| Not in at the right level of the organization 😞





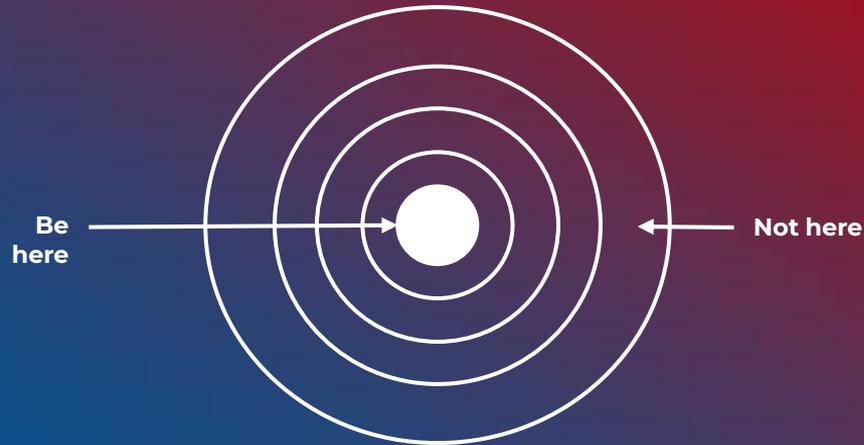
CREATE YOUR TRANSFORMATION CHECKLIST

- ✓ *Be a customer of your prospect*
- ✓ *Maintain a “Diamond Standard”* 
- ✓ *Have a process to collect this info before your discovery*
- ✓ *Get to the real “Mobilzer”*
- ✓ *What is meaningful to them?*



3|

Be super strategic about your target account list.

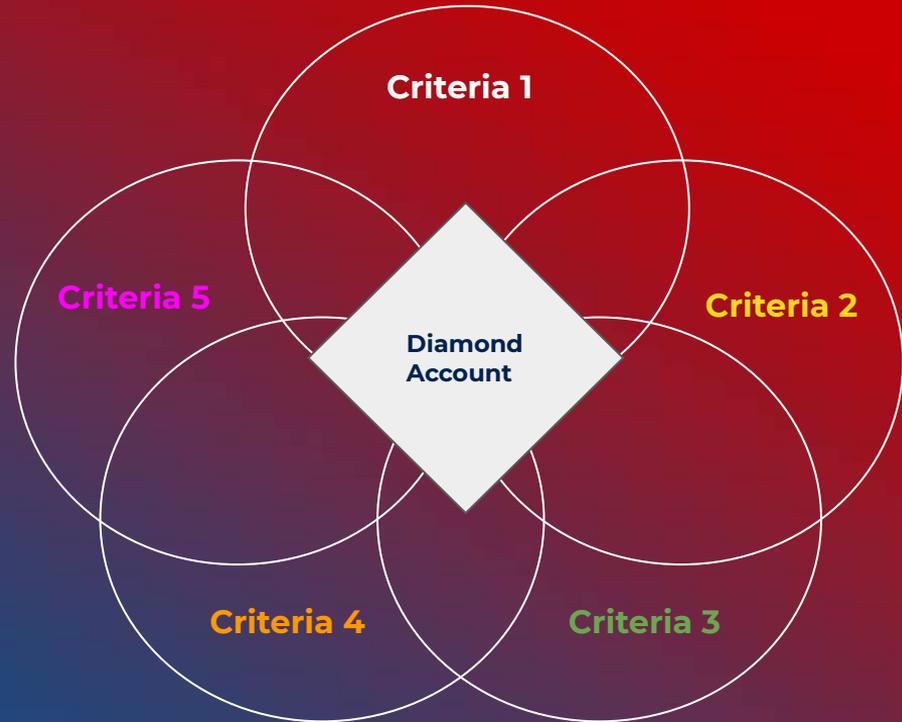




WHAT IS AN IDEAL STRATEGIC ACCOUNT FOR YOU?

Step 1: The Framework

- Create your top 5 criteria for what is important to you
- Insert the criteria in the headers in the following rings
- **GOAL** = Find your Diamond accounts and become a Diamond Hunter!





WHAT IS AN IDEAL STRATEGIC ACCOUNT FOR YOU?

Step 2: Definitions

Define what these criteria mean so that others can understand it, like your Manager and Leadership

Criteria 1

- Means this
- Means this
- Means this

Criteria 2

- Means this
- Means this
- Means this

Criteria 3

- Means this
- Means this
- Means this

Criteria 4

- Means this
- Means this
- Means this

Criteria 5

- Means this
- Means this
- Means this

Diamond
Account

= Sweet spot that hits all or most of the criteria



WHAT IS AN IDEAL STRATEGIC ACCOUNT FOR YOU?

*Definitions
(my example)*

Interesting

- Well known company
- Impactful to our daily lives, changing the world
- "Cool" brand
- Fast-growing

Industry First

- Grocery space
- Major Hotel brand
- Direct-to-consumer brand
- CPG
- Entertainment
- Media

Domain Expertise

- QSR
- Travel
- Retail
- Hospitality
- Tech
- Big deals

Fast

- Once it moves to Stage 3, it has a chance to close in <9 mos
- Minimum headwinds, such as already has a strategic partner in place
- Inroads made

Big

- Fortune 50
- >\$2M for initial booking
- Largest deals in the org

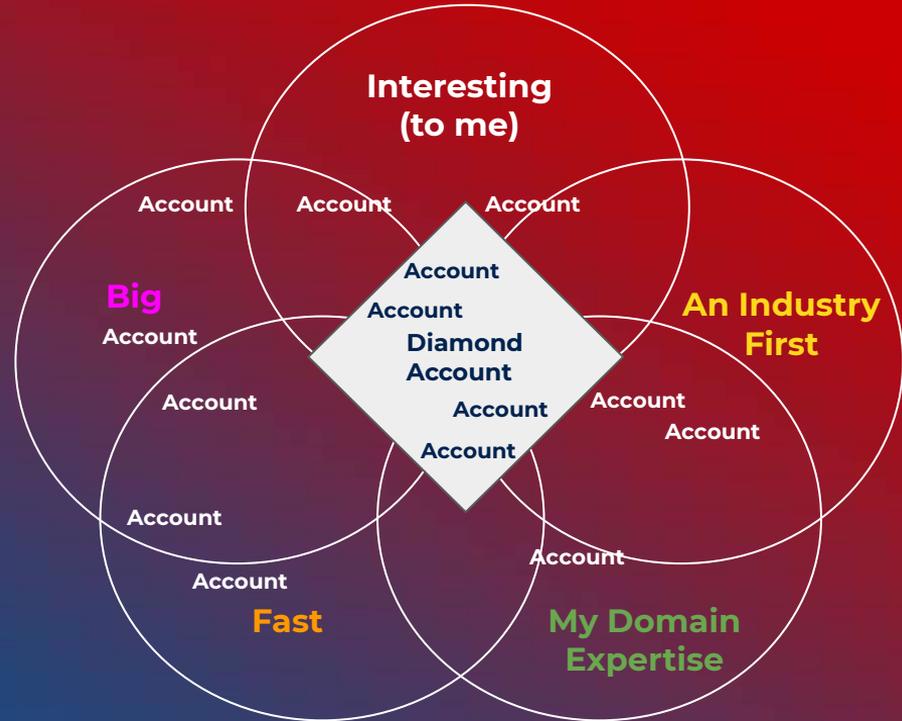
**Diamond
Account**

= Sweet spot that hits all or most of your criteria

WHAT IS AN IDEAL STRATEGIC ACCOUNT FOR YOU?

Step 3: Account list plot

- Plot your accounts on the Venn diagram
- The account scores a point for each ring it touches
- *Note:* The further away from Diamond, the lower the weight of the account





WHAT IS AN IDEAL STRATEGIC ACCOUNT FOR YOU?

Step 4: Prioritize the list

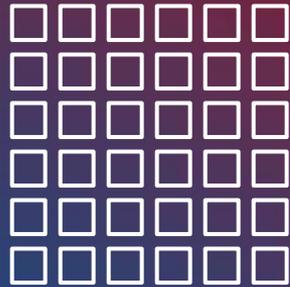
Rank your top account list to focus on to export into a spreadsheet

Rank	Account	Score
1		
2		
3		
4		
5		
6		
7		



4|

Create a standard that nobody else delivers.



Everybody else



You





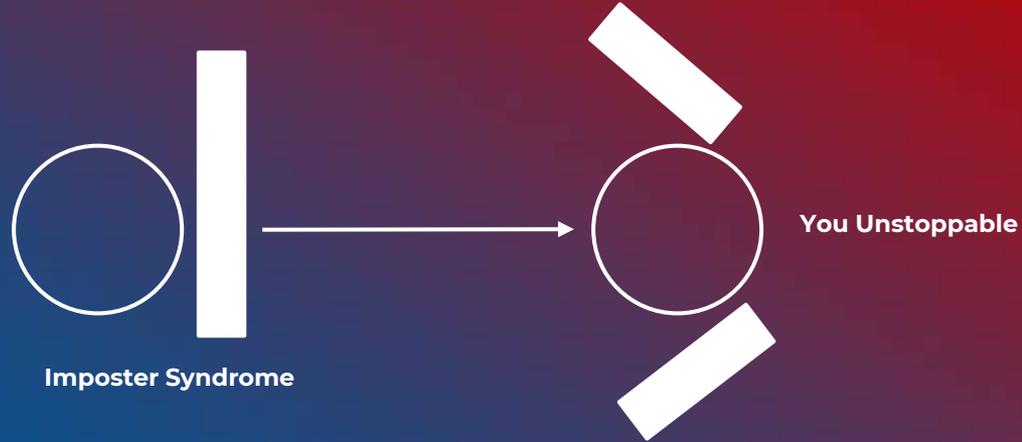
THE DIAMOND STANDARD QUESTIONS

- ✓ *What makes you unique?*
- ✓ *What is the prospect's transformation?*
- ✓ *How does your company's solution fit in across the transformation?* ✂
- ✓ *What assets can you deliver to stand out?*
- ✓ *Who needs to help you deliver to the prospect?*



5|

Break through perceived personal limitations.





YOUR “WEAKNESS” to STRENGTH PLAYBOOK

- ✓ *Write down 10 of your personality traits that play a role in your everyday life*
- ✓ *Read through the list and highlight 4 traits that you feel may hold you back as a seller*
- ✓ *Identify the inverse traits associated with these perceived weaknesses*
- ✓ *Map out how you can use the inverse trait as part of your sales strategy*



🔍 EXAMPLE Turn “weaknesses” into a sales

superpower

Alert

Patient

Collaborative

Quiet

Timid

Overthinker

Direct

Empathetic

Quiet - observant, good listener, strategic

Timid - cautious, modest, calm

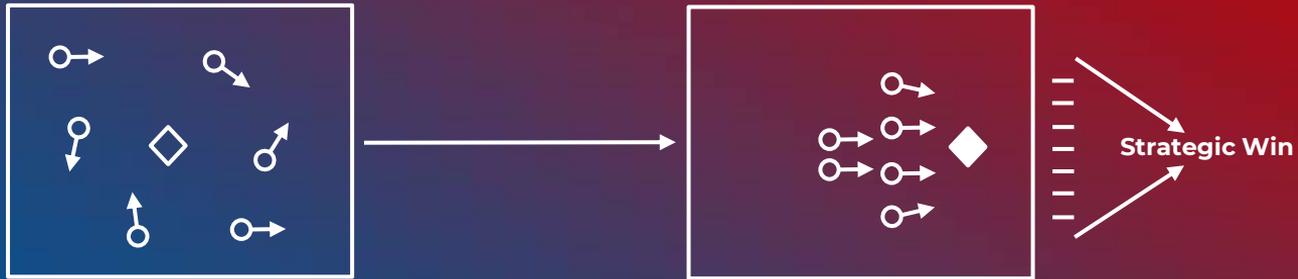
Overthinker - detailed-oriented, perceives problems

Direct - honest, transparent, trustworthy

I am grateful I am quiet because it makes me a better listener so I can absorb everything that is happening around me, allowing me to pick up on strategic insights.

It's great that I am timid because...

6 | Rally others in your org to close deals with you.





CREATE YOUR “RALLY THE ORG” CHECKLIST

- ✓ *Remember: “Don’t dictate, collaborate!”*
- ✓ *Get leaders excited about what you’re working on*
- ✓ *Systemize reward and recognition*



7 |

Develop your own personal operating system.



Hustling
only



Having a
System



⚡ DEVELOP YOUR *PERSONAL OPERATING SYSTEM*

DFC

Discipline

Flexible

Curious

Start 📌

Middle
🎨

End 📖

PREP

Plan

Rest

Effort

Perform

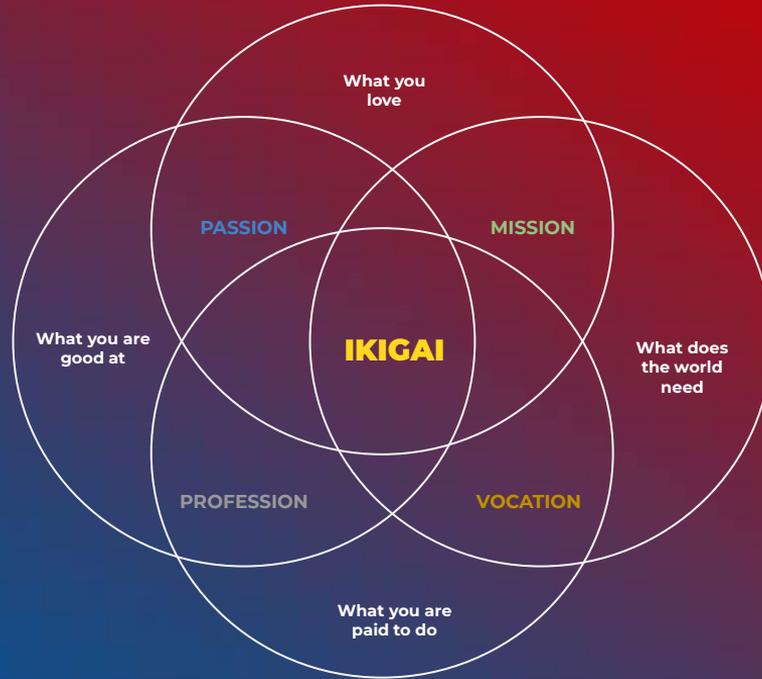
**Plan
tomorrow,
today**

**Prioritize
sleep,
recovery, &
breaks**

**Balance
meetings w/
deep work**

**What could be
improved,
even just a
little?**

☆ THE GUIDING NORTH STAR TO A GREAT LIFE



RECAP: 7 Steps to 7-Figures in SaaS Sales

- 1| Get in the right environment to close huge deals.**
- 2| Build a transformation mindset.**
- 3| Be super strategic about your target account list.**
- 4| Create a standard that nobody else delivers.**
- 5| Break through perceived personal limitations.**
- 6| Rally others in your org to close deals with you.**
- 7| Develop your own personal operating system.**





Brandon Fluharty

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“VIP”
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Q&A



FEEDBACK

"I watched your session. Nicely done! Looking forward to the ebook" - Michael

"Brandon. I can't express to you how badly I needed your presentation." - Eduardo

"Brandon - awesome session at the Sales Success Summit today." - Mike

"Great talk at the summit, thank you for sharing this." - Chris

"Thanks for a very well done presentation." - Aviv

"I loved the "reward & recognize" shout-out in your presentation. Good stuff!" - Colin

"Great stuff Brandon! Loved your speech. I'm a sales leader and love hearing how you position yourself" - Jeremy

"Loved your presentation!! Thank you for sharing your expertise!! - Meshell

