

# THE SALES COMEBACK

MIKE SULLIVAN



A silhouette of a person rappelling down a dark, jagged cliff face. The person is wearing a helmet and a backpack, and is holding onto a rope. The background is a vibrant sunset with a bright sun low on the horizon, casting a warm orange and yellow glow across the sky and the cliff. The sky is filled with wispy clouds. The overall mood is one of challenge and triumph.

# **SALES COMEBACK**

**THE JOURNEY FROM ROCK BOTTOM TO REDEMPTION**



# ABOUT ME

Husband & father of 3 based in Franklin, MA

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Sales Director, Strategic Accounts at TriNetX

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Love the gym, Metallica and my Cavapoo

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Personal development junkie

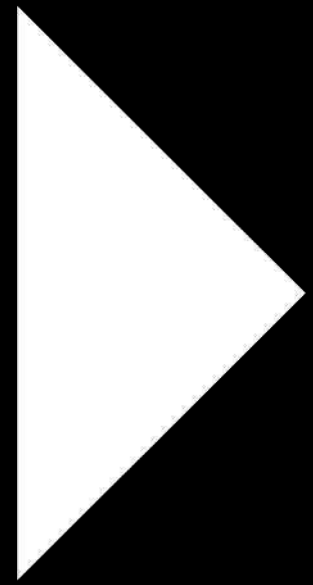
**ON A MISSION TO HELP OTHERS  
WALKING A SIMILAR PATH**





**"BY GOING DOWN INTO  
THE ABYSS, WE  
RECOVER THE  
TREASURES OF LIFE.  
WHERE YOU STUMBLE,  
THERE LIES YOUR  
TREASURE."**

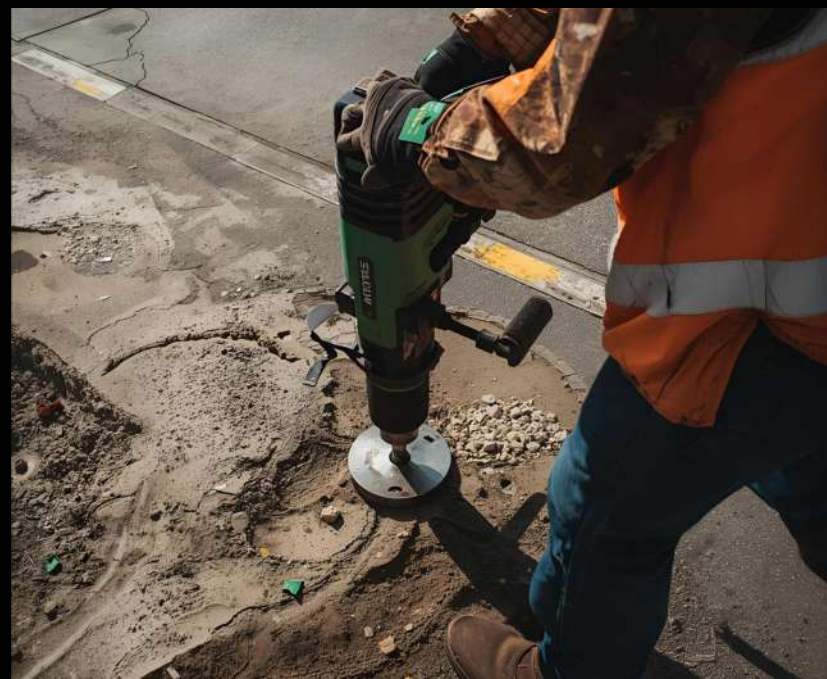




# CHAPTER 1: UNDERACHIEVER

**My 20s**





# HIDING IN PLAIN SIGHT

Took the easy path

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Fear of failure

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Played it safe



# MY INTRO TO SALES



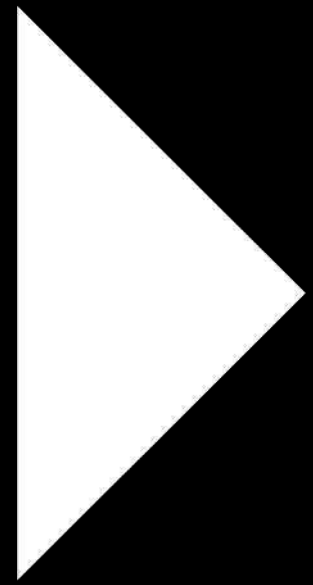
These jobs were building skills I didn't recognize yet.



INSECURITY  
FAILURE  
DEPRESSION  
DOUBT  
CONFIDENCE  
FEAR  
SELF  
CRITICISM  
REJECTION  
WOMAN  
ANXIETY  
SYNDROME  
IMPOSTER  
SHAME  
INADEQUACY







# CHAPTER 2: ROCK BOTTOM

**My 30s**





# FINALLY, A “REAL” SALES JOB

Recruiting

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Fear of failure – my constant companion

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Every call felt like a threat

---

Major imposter syndrome







**FIRED**  
**3 MONTHS IN**





# UNEMPLOYED FOR 6 MONTHS

Living in parents basement

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"How can you date that loser?"

---

Rock bottom

# BACK ON MY FEET

"I don't want to be in sales"

---

Project Manager → Client Partner

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Building momentum → 8-year tenure

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Life milestones → married, starting a family

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Things finally going well...





# ROCK BOTTOM AGAIN

\$90,000 LOST COMMISSIONS

\$80,000 DEBT

SURVIVING ON UNEMPLOYMENT BENEFITS



# FAILURE & SHAME



I was failing as the sole provider – 2x rock bottom



Too ashamed to share financial state with wife



Dream of taking family to Disney World was fading



# OUR LIVES FOREVER CHANGED

My daughter G.

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She taught me how to fight

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She redefined my purpose

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She became my SECRET WEAPON



**FINANCIAL,  
CAREER**

**+**

**PERSONAL  
ADVERSITY**



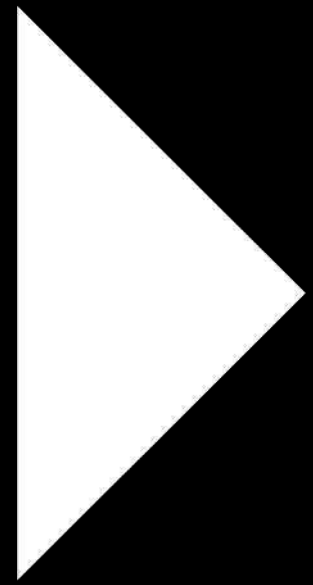
I felt **BURIED**, like there  
was no way out...



I was **PLANTED**, and my  
only option was to grow

**THE ULTIMATE TEST - QUIT OR PERSIST?**





# CHAPTER 3: NO MORE

**My 40s**







**"CHANGE  
HAPPENS WHEN  
THE PAIN OF  
STAYING THE  
SAME IS  
GREATER THAN  
THE PAIN OF  
CHANGE."**

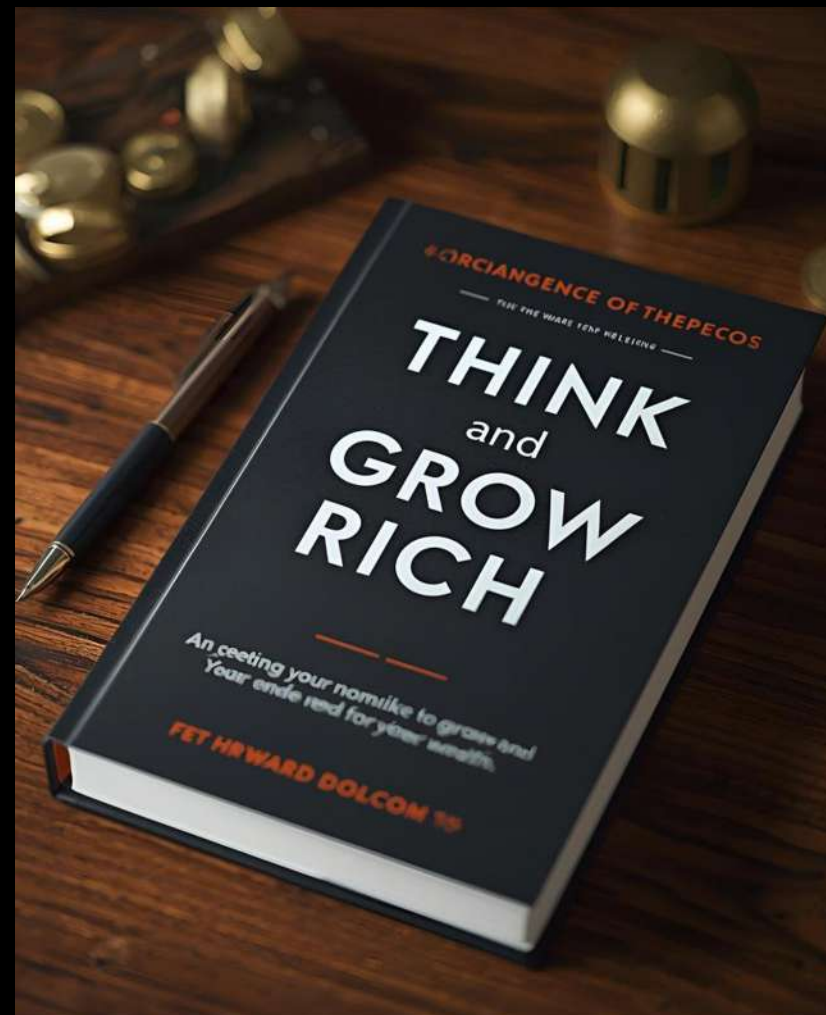
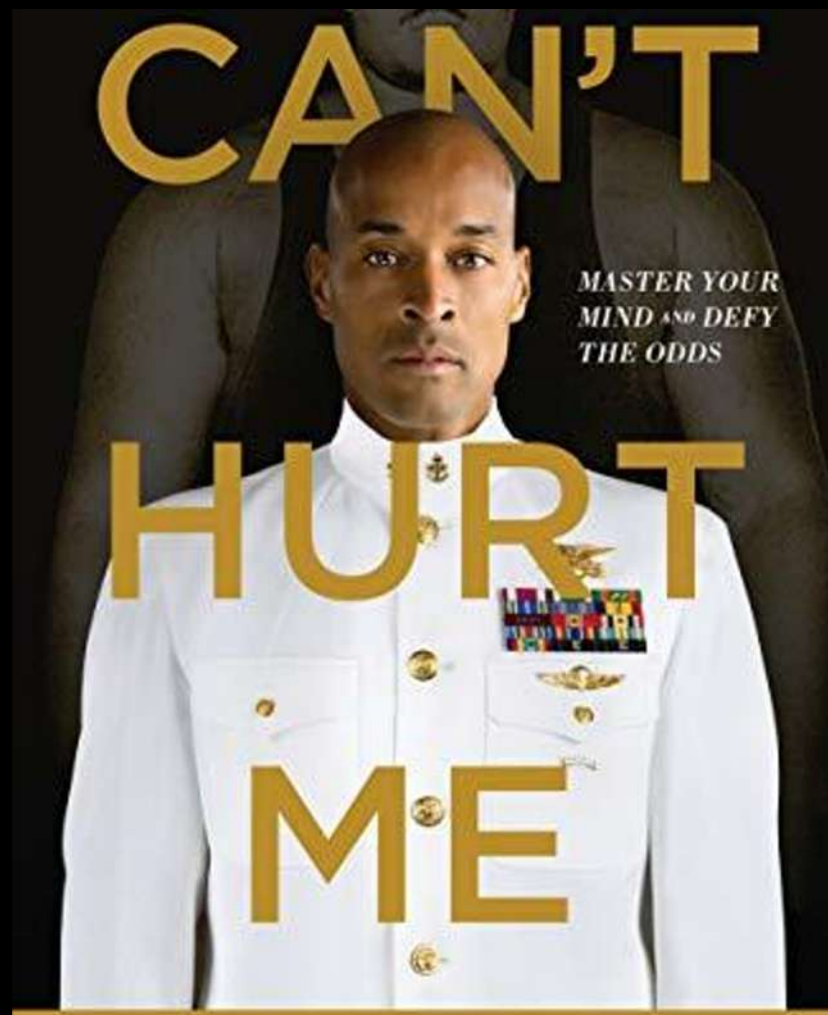
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My desperation forced my  
transformation

A silhouette of a person stands with their back to the camera, facing a massive, intense fire that fills the left side of the frame. The fire is bright orange and yellow, with thick smoke rising from it. The background is dark, making the fire and the white text stand out.

**NO MORE**





# IDENTITY SHIFT

Process of rewiring mindset

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Went to war with my demons

---

Discipline as a weapon

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Fueled by a powerful WHY

---

Began to transform into a new human





# RUNNING OUT OF CASH

AE at a small SaaS company

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My “financial hourglass” was nearly empty

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During commute → rewired my brain to make  
more money



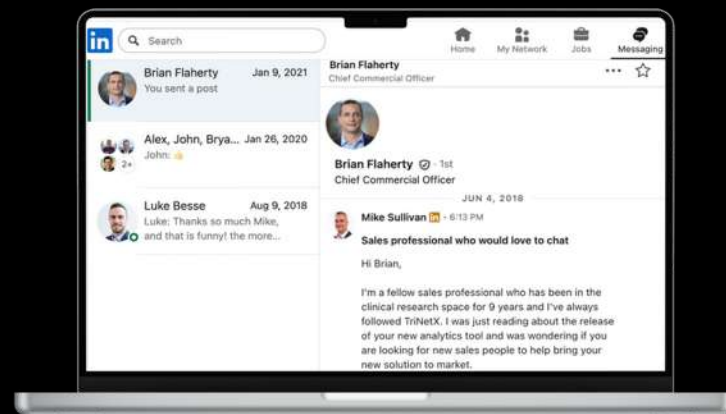


# LINKEDIN DM OPENED THE DOOR TO A NEW OPPORTUNITY

Received the offer I had visualized

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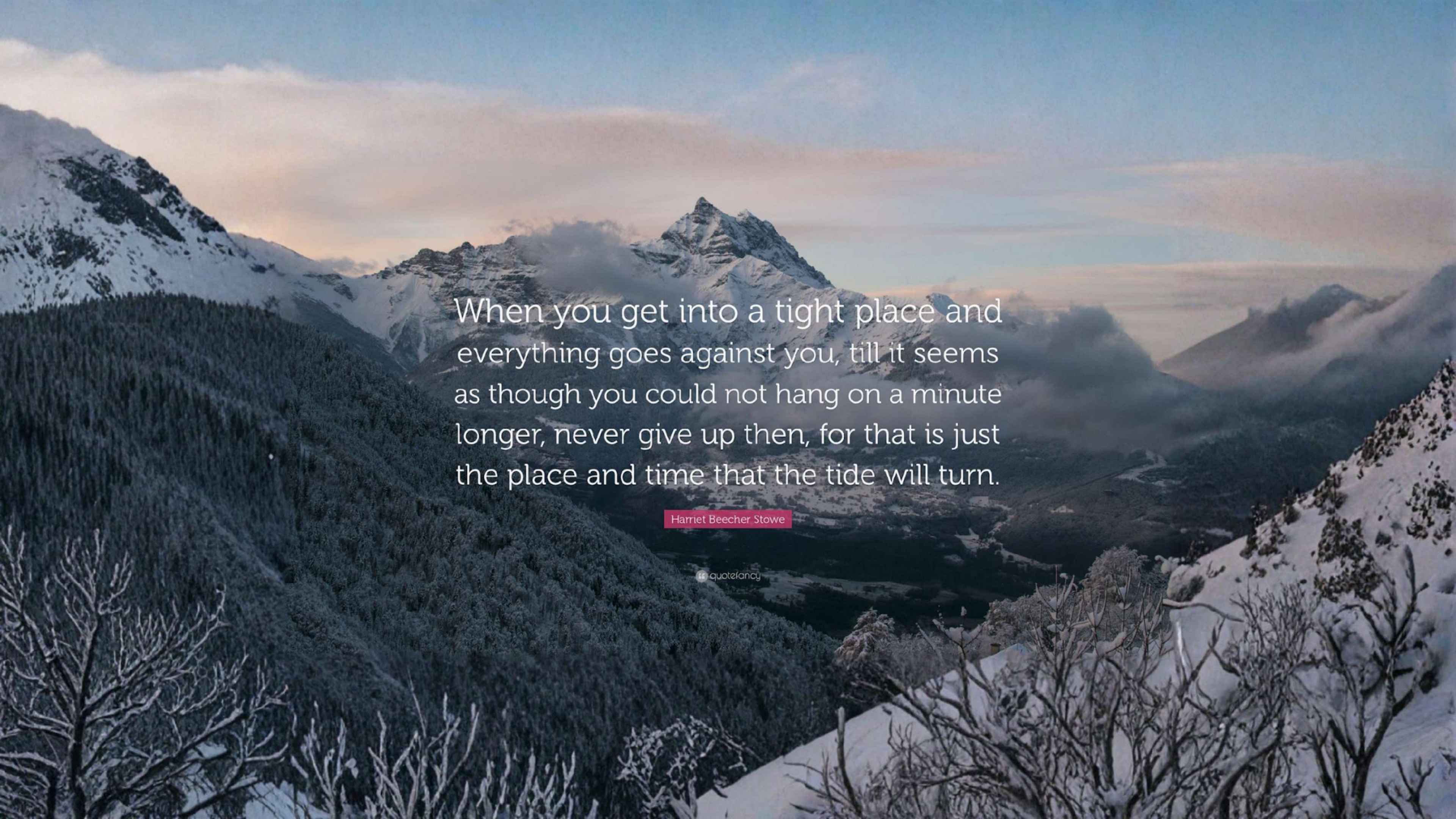
Began my Enterprise Sales career...



JUNE 4, 2018








When you get into a tight place and everything goes against you, till it seems as though you could not hang on a minute longer, never give up then, for that is just the place and time that the tide will turn.

Harriet Beecher Stowe

 quote fancy



**FIRST 6  
MONTHS  
\$3.8M  
CLOSED**

**PROOF THAT I COULD DIG MYSELF  
OUT OF MY FINANCIAL HOLE BY  
SELLING MY WAY OUT**





A person stands on a snowy mountain peak, looking out over a vast mountain range. The sun is shining brightly in the sky, creating a lens flare effect. The text "7 YEARS LATER" is overlaid on the image.

**7 YEARS LATER**

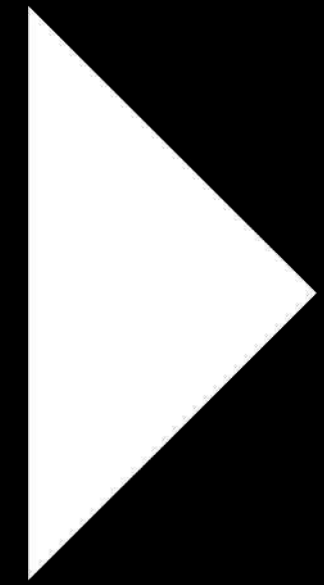
**\$70M+ CLOSED**



# REDEMPTION



PROMISE KEPT



**HOW DID I FINALLY  
BREAKTHROUGH?**





# THE TOP 1% USE A DIFFERENT OPERATING SYSTEM

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THE 10 "CODES"  
I INSTALLED THAT LED  
TO MY COMEBACK



# **1. CLEAR AND POWERFUL WHY**

AN IRONCLAD PURPOSE WILL DRIVE  
YOU THROUGH ANY OBSTACLE



## 2. TRANSFORM YOUR PAIN INTO POWER

REFRAME YOUR SETBACKS:

*“WHERE YOU STUMBLE, THERE LIES  
YOUR TREASURE”*

### 3. CHOOSE AND REINFORCE YOUR IDENTITY

YOUR IDENTITY IS A DIRECT  
REFLECTION OF WHAT YOU DECIDE  
YOU ARE WORTH



## 4. USE DISCIPLINE AS A WEAPON

CAST VOTES DAILY WITH YOUR  
ACTIONS & HABITS

"PAY THE RENT" EVERYDAY

# **5. TRAIN THE BODY TO HARDEN THE MIND**

DO HARD SH\*T TO BUILD  
AN UNBREAKABLE MINDSET



## **6. CONTROL THE CONTROLLABLES**

ATTITUDE - ACTIONS - EFFORT

THE REST IS NOISE!

# 7. ENVIRONMENT IS EVERYTHING

BEWARE OF ENERGY VAMPIRES &  
MONITOR YOUR  
INFORMATION DIET



## 8. EGO IS THE ENEMY

AVOID THE COMPARISON GAMES

FOCUS ON YOU VS. YOU

## 9. NO ONE IS COMING

NO SECRETS, SHORTCUTS OR HACKS  
PUT IN THE REPS AND BE PATIENT



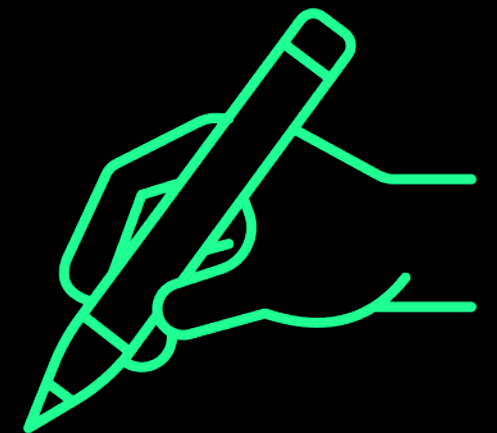
**10. IT'S NEVER TOO LATE,  
CHANGE STARTS WITH A DECISION.**

DECISION: TO CUT OFF ANY  
POSSIBILITY EXCEPT THE THING YOU  
ARE COMMITTED TO.

# CALL TO ACTION

WHAT DECISION HAVE YOU BEEN  
PUTTING OFF THAT YOU ARE GOING  
TO MAKE TODAY?

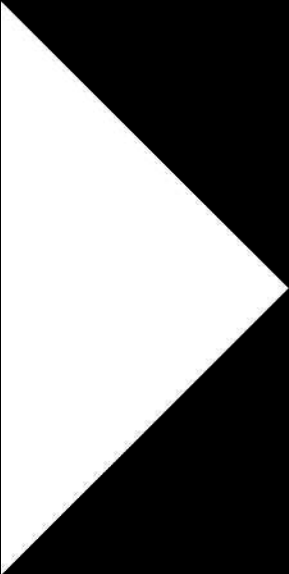
(WRITE IT DOWN)





# THE COMEBACK CODE - FIELD MANUAL

## *10 Laws That Rebuilt My Life*

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1. **CODE OF PURPOSE:** THE PROMISE THAT PULLS YOU THROUGH THE STORM.
  2. **CODE OF POWER:** PAIN IS THE RAW FUEL FOR GREATNESS.
  3. **CODE OF IDENTITY:** SHIFT WHO YOU ARE, NOT JUST WHAT YOU DO.
  4. **CODE OF DISCIPLINE:** PAY THE RENT EVERY DAY IN HABITS.
  5. **CODE OF STRENGTH:** TRAIN THE BODY TO HARDEN THE MIND.
  6. **CODE OF FOCUS:** CONTROL THE CONTROLLABLES.
  7. **CODE OF ENVIRONMENT:** CUT THE VAMPIRES, CHOOSE YOUR CIRCLE.
  8. **CODE OF HUMILITY:** EGO KILLS COMEBACKS. STAY A LEARNER.
  9. **CODE OF OWNERSHIP:** NO ONE IS COMING. THE COMEBACK IS ON YOU.
  10. **CODE OF DECISION:** THE LINE IN THE SAND.

 **FREE GUIDE**

# HOW TO GET IN TOUCH



**SUBSCRIBE  
TO MY  
NEWSLETTER**



**CONNECT  
OR  
COACHING  
INQUIRIES**

**THANK YOU!**



# **SALES SUCCESS SUMMIT**

**— 2025 —**