

# 7 Steps to 7 Figures

The Complete **Anti-Hustle** Guide  
to Earning \$1M+ a Year in SaaS Sales



**Brandon Fluharty**

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**"How well you, as a seller, perform in front of your customers is not just a matter of mastering traditional 'sales' skills.**

**As Brandon demonstrates, both in real life and in this excellent ebook, success today is a function of intentionally optimizing your personal sales readiness across the whole spectrum of you: attitude, mindset, planning, approach, and health.**

**This is a practical guide for sellers at all levels of experience to level up their performance."**

**- Andy Paul**

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# Discovery

**This isn't a guide to help you sell better, this is a guide to help you live better.**

Think of this ebook like a blueprint for success.

A blueprint has room for change or alteration, and you might need to change or alter certain elements of the 7 steps to work for you.

But here is my personal story.

**How I started, came up with these guidelines, and made them work for me:**

I did not start my career in strategic SaaS (Software-as-a-Service) sales.

Back in 2003, after leaving college early (yep - no bachelor's degree), I started training youth soccer players. At that time, I was an aspiring professional soccer player. Once I realized I was not going to make it as a pro player, I decided to train younger players instead.

I began working at a company called Coastal Soccer. The trainers were former American collegiate and professional players, and together we came up with a unique training method. Our core niche was training 5-12 year olds all across Long Island.

This first job gave me a gift I wasn't expecting - learning how to sell.

**And, the best way to sell is to stop selling.**

Within four years, Coastal Soccer grew from a company of four employees to over fifty. I eventually left that company so I could work and live in NYC. I even taught myself to DJ to supplement my income and (barely) pay my rent.

My first actual sales role was as an Account Manager for a boutique music marketing agency, which launched my dedicated career in sales.

Throughout the nearly twenty years of my career, I have sold everything from custom music marketing solutions, to print and television advertising, to iPad point-of-sale systems, to Conversational AI SaaS, and more.

And throughout that journey, I climbed the ranks. I sold to small businesses, then to mid-market companies, enterprises, and eventually strategic Fortune 100 level brands.

Like many in sales, particularly SaaS sales, I had to constantly hustle to stay relevant.

### **Here was my typical routine:**

I would get up really early, because I was told successful people had to be up by 5am.

"You need to get a jump on the competition," I thought to myself.

Then, I'd work frantically, all day, mostly inside my email inbox. I'd be hyper-responsive to any incoming request from any prospect, or I'd type furiously away on Google Chat and Slack to my countless co-workers, making sure presentations, demos, Infosec audits, and contracts were all moving forward.

Then, around 2pm, when my eyelids were getting heavy, instead of taking a break, I'd run to Starbucks for a quad shot latte or grab a Red Bull (at least it was the sugar free kind).

Late into the night, I'd continue responding to emails, and tweak a slide deck for my presentation the following morning, all while constantly traveling for meetings with prospects or attending events.

Success came.

I won the deals, surpassed my quota, and then did it all over again, month after month, quarter after quarter, and year after year.

But...it was a vicious and exhausting cycle.

It got so bad, that at one point, in my early 30s, I had a mini-stroke.

All because I had prioritized work over my health.

So what changed?

Back in 2017, I was recruited by a company called LivePerson.

It's not the most well-known name in technology, but it had a lot of things I was looking for:

- It was a mature company (20+ years old and public), but it still felt new and fresh, kind of like a late stage startup (a space I was currently occupying).
- It was the leader in an emerging space that piqued my curiosity (Conversational AI), and I would graduate from selling to Fortune 1000 enterprises to Fortune 100 strategic accounts (yummy!).
- Lastly, the open position was a \$1M per year earning role (cha-ching!).

Wow! Seven figures a year...that was a key career milestone that not many people could access.

In early 2018, I left my comfortable six figure earning enterprise SaaS sales position, which I'd held onto for three years, and started my first day at LivePerson.

Mike, the person who hired me, said I'd be the first new salesperson at the company to reach \$1M in a single year.

And since then, I've never looked back.

I entered the seven figure earners club, for the first time, in 2019, and have stayed in it ever since.

Although it's fun to talk about earning lots of money, I'm at a stage in my life where I'm seeking more than that.

### **My ultimate mission is a simple one: To find meaning.**

In that pursuit, I have unlocked a harmonious integration between work and life, a combination that delivers more satisfaction and consistent results. Acquiring wealth just so happens to be a natural outcome of this approach.

Money is just one piece of a larger puzzle to self-actualization.

That is where our quest together begins.

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

I view money (probably because I have a good amount of it now) for what it truly is, a tool to obtain freedom. And freedom, for me, is taking complete control of my time, energy, and motivation (building cool stuff and helping others).

With the right perspective, money can become a tool for you, too, not a destination.

Every tool needs a top craftsman to harness it correctly. Your craft? Selling transformations using SaaS (more on that later).

So, let's get into how you can begin your own journey to enter the seven figure earners club, and stay there without burning out (that's the key!).

### **Here's how to read and get the most from this guide:**

If you're reading this, you're part of a special group who has gotten free, early access to this guide before it becomes available for sale to the public. That means you're getting a front row seat to my transformation from a six figure earning SaaS seller who was constantly hustling, to a perennial seven figure earning specialist who relied on a personal

operating system to calmly and sustainably close deals with the world's largest brands.

With early access to this guide, you can learn and implement these highly valuable strategies immediately, before others, but also offer your feedback. This is a chance to be part of a unique community that can help a new generation of sellers hone their craft and achieve life-changing results. And we start by shaping and enhancing this guide.

Firstly, keep an open mind as you read this guide.

I ordered the sequence of steps based on my own personal journey, but that's not to say you need to follow the exact same sequence.

Here's a glimpse of the seven steps to bring home this point:

## STEP

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- 1 | Get in the right environment to close huge deals.
- 2 | Be super strategic about your ideal target account list.
- 3 | Break through perceived personal limitations.
- 4 | Create a standard no one else delivers.
- 5 | Build a transformation mindset.
- 6 | Rally others to close deals with you.
- 7 | Develop your own personal operating system (to stay in the seven figure earners club).

You might already be in an environment where earning seven figures a year is possible, because others at your company are already doing it. If that's the case, then feel free to skip right to Step 2: Be super strategic about your ideal target account list, or jump around the various chapters as you see fit.

Or, maybe you're early in your SaaS sales career, and you need help closing large deals. If that's the case, I suggest starting with Step 5: Build a transformation mindset and Step 6: Rally others to close deals with you, and then go back through the guide from the beginning.

You'll learn in Step 7: Develop your own personal operating system (I've saved the best for last), how to sustain success consistently without burning out. In it, I advocate following a simple framework that I call DFC, which stands for Discipline, Flexibility, and Curiosity.

Embracing each of these attributes as you read this guide will ensure you get the most out of it:

- Be disciplined by committing to read all of it and contribute to its future evolution.
- Stay flexible as you are reading, to adapt and absorb it in the order that makes sense for you, based on where you are in your career.
- Remain curious and re-read the steps that you need the most, while taking the time to experiment with the actions highlighted in each step.

In addition, you'll notice that each step is written slightly differently from one another. That is intentional for this first draft, and will make reading this guide lots of fun.

Some steps are longer than others. Some steps are highly detailed and tutorial, while others remain a bit conceptual. You'll even encounter various formats used.

For instance, I use a bullet point to make a concise thought, an arrow for something you should consider, and a checkbox for something you need to take action on.

Embrace this version of the ebook as an adventure you'll be taking with



me, and a surprise will be waiting for you around every corner.

I can't wait to read your feedback and learn how this guide has helped you, or how it can be improved.

Now, before we get into the specifics, it's important to make three clear proclamations as it relates to earning seven figures a year in SaaS sales.

Consider this my DISCLAIMER:

This guide is not guaranteed to make you over a million dollars a year, but if you follow these steps, you are guaranteed to put yourself in a better position to do so.

It took me over fifteen years in my sales career to earn seven figures in a single year. It may take you longer. With this guide, you may get there sooner.

You might be reading this and thinking "none of the following three "truths" apply to me," but, even so, all the steps in this guide will help you gain more clarity, confidence, and conviction as a seller.

And that, my friend, is beneficial to everyone.

In fact, this knowledge and way of operating will be extremely important and could change your life forever...

Just like it did mine!

## **Ready?**

Here are the three necessary truths to earning seven figures a year in SaaS sales:

1. You must sell to large enterprises (companies with 5,000 employees or more)
2. You must have experience selling to said large enterprises (at least 3 years)

3. You must have the patience to endure long sales cycles (9-18+ months) And before we get started, here's my 2019 W2 - obligatory confirmation I have actually made over seven figures in a single year selling SaaS. This was my first year earning seven figures. My rolling average since 2019 is \$1.14M in total annual income from my employer, LivePerson.

**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

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

Okay, are you good?

Now, let's deconstruct the seven steps to earning seven figures in SaaS sales.

If you have questions while reading this, text me at +1 (917) 810-2325.

Be Focused.

Live Great.

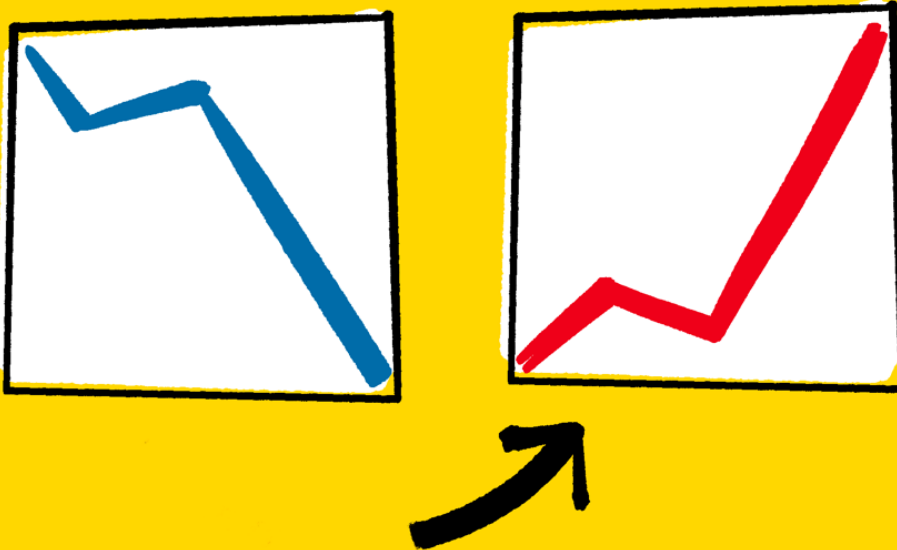
Enjoy,

*Brandon Fluharty*

## STEP 1

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**Get in the right environment to close huge deals.**



Step 1 is to get in the right environment to close huge deals. In order to do this, you must ask a representative of your company or one you may be considering, some basic, current state questions:

- Has any individual contributor earned over \$1M/year at this company?
- Who is the company's ideal customer?
- What is the average booking size?
- What is the largest deal sold in the company so far?
- What is the average sales cycle length?

Next, you'll want to assess your current performance by answering these questions:

- What is your average closing ratio over the past year?
- What is your average sales cycle length over the past year?
- What is your annual quota set by your company?
- What is your commission plan?
- How many hours did you work last year?
- What is an hour of your time worth today?

The third action is to solve a simple math equation. This will help you create an objective roadmap to earn seven figures a year. This holds true for the two typical roles in enterprise and strategic SaaS sales: 1) selling into existing business, such as a Client Partner, or 2) landing net-new business, such as an Enterprise Account Executive or Strategic Account Director.

By way of example, I'll deconstruct my first year earning seven figures.

My first seven figure year deconstructed:

### Pay summary

Find by

Company

Year

### Earnings

Type	Hours	Amount
Commission	0.0000	\$1,227,646.77
ESPP Income	0.0000	\$2,087.25
ESPP Refund	0.0000	\$22,093.74
Group Term Life	0.0000	\$162.00
ISO	0.0000	\$71,575.00
LTD Imputed Inc	0.0000	\$275.76
Personal Time	32.0000	\$2,846.04
Regular Pay	1,984.0800	\$176,461.79
Vacation	64.0000	\$5,692.09
<b>Total</b>	<b>2,080.0800</b>	<b>\$1,508,840.44</b>

Macro achievements:

- Sold transformation deals to Fortune 100 brands
- Focused solely on acquiring new business
- Closed \$8.7M+ in ARR (Annual Recurring Revenue)
- Maintained a closing ratio over 75%
- Achieved 434% of my annual quota
- Started the year with pay from two large deals that closed in

December 2018 (paid \$400K+ in January 2019)

- Won six total opportunities with five different new logos
- Boosted my average deal size from \$1.17M in 2018 to \$1.45M in 2019

Here were the deals and deal sizes won that year:

- 1 five figure deal
- 2 six figure deals
- 3 seven figure deals

The formula to earning seven figures a year is quite simple. Here's how it works:

## Part 1

Start with the basics:

- What is your base salary? (Note: \$100K - \$200K is a realistic target for experienced Strategic SaaS sellers at a major SaaS company)
- Do you have additional guaranteed income from the company for the year? (i.e. commission from previous year, vested Restricted Stock Units, equity grants, bonuses, etc.)

This will give you your locked-in earnings.

### LET'S DO THE MATH

<i>What's your base salary?</i>	\$185,000
<i>Additional income from company?</i>	\$71,575 (1,100 vested stock options)
<b>Locked-In Earnings</b>	<b>\$256,575</b>
<i>Target Earnings</i>	<i>\$1,000,000</i>
<b>Gap</b>	<b>\$743,425</b>

- What are your target earnings for the year?

This will help you identify the gap you'll need to fill to accomplish your goal.

## Part 2

### ADD YOUR PERSONAL SALES PERFORMANCE DATA

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

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

Now, we want to hone in on your personal data:

- How many proposals did you send last year/past 12 months?
- What is your total closing ratio last year/past 12 months?
- This will determine your total deals won.
- Next, what was your average deal size last year/past 12 months?
- Lastly, how many hours did you work last year (you can easily pull this from your HR system)?

## Part 3

Here is where we layer on your quota and commission plan:

- What is your annual quota?
- What is your commission plan, broken down by base rate and accelerator rate (Note: any additional payouts, like for Services or Multi-Year Agreement Kickers, should be treated like “gravy on top,” not part of your path to seven figures)
- How many deals do you need (using your average deal size) to satisfy the base rate?

This will determine the gap you’re trying to fill. Total it all up, and you will have a clear picture of how much you need to book, how many deals you need to close, and the necessary quota attainment to reach that amount.

### 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
<b>TOTAL</b>		<b>\$5,572,779</b>	<b>5</b>	<b>\$743,425</b>	

251%



## Part 4

Determine what an hour of your time is worth:

- What is your locked-in hourly rate? (Take your base + additional income and divide it by the number of hours you work in a year)
- What is your target earnings hourly rate? (Take the gap between your locked-in earnings and what you want to earn in total, and divide it by the number of hours you work in a year)

This will define your total hourly rate as a seven figure earner.

### DETERMINE WHAT AN HOUR OF TIME IS WORTH

<i>Locked-in hourly rate</i>	<i>\$136.48 (\$275K / 1880 hours)</i>
<i>Target earnings hourly rate</i>	<i>\$395.44 (\$743K / 1880 hours)</i>
<i>7-figure earner hourly rate</i>	<i>\$531.91</i>

You'll want to burn that number into your subconscious. Write it down on a sticky note, and keep it near your computer. Write it on your whiteboard. Put it on the fridge. Why? Because there will be forces constantly competing for your time, energy, and attention.

If you know this number intimately well, then you'll be able to make wise decisions based on how you spend your time, energy, and attention.

Protect that hourly rate, and you'll be able to live great! (And, hey, it rhymes too!)

- You can snag a copy of the 7 Figure Earner Calculator at the end of this section.

It's important to note that you have multiple levers to pull to boost your earnings potential:

- Deal Size: Dig deep on how you can sell larger deals. I went from \$1.17M (2018) average deal size to \$1.45M (2019). This is your biggest lever. I'll get into this more in Step 4.
- Number of Deals: Figure out how to sell more deals, faster. How do you systemize your bespoke approach to make it reusable without losing a personal and customized touch? That's what you need to be asking here. I'll share more about this in Step 5.
- Work More Hours: You could also just work more, but that's not why you got this guide. After all, this is about anti-hustling, right? Right! However, you do need to be protective of your time (did I mention that yet?), so that means getting menial tasks off your plate. Collaborate, automate, and delegate. That's the mantra here. Step 7 will help you with this.

Once you've put your seven figure year into the spreadsheet, and have established the various paths to earning it, it's time to create your identity statement as a seven figure earner.

This is about defining the identity you project to yourself and the world. This could be anything from "I am a million dollar earning SaaS seller" or "I am a <INSERT YOUR INDUSTRY> transformation specialist to Fortune 500 companies."

The important thing is to align your actual role with your aspirational role as a seven figure earner. Ask yourself - is it really possible? Check your math above and your statement. Do they line up closely, or far apart?

You need to match aspiration with reality, by asking, "Am I truly in the right environment to bring this to life?"

If the answer is no, you have to get to the right company and secure a more promising role. You want to be able to share your professional identity statement with confidence and authenticity, to yourself and the people you love and trust. In order for that to happen, you will need to do three things:

- Identify what companies offer a seven figure earning role (see the Value Add section for a valuable tool to do this).
- Find your "Goldilocks" environment (reference what LivePerson delivered for me in the Discovery section. What are those things for you?).

- Clearly understand the leadership and support structure at that company (more on that in Step 6).

Notice something? It doesn't take a whole lot of deals to get to the seven figure earners club (I closed only six). Now that you've found the right environment and created an identity as a 7 figure seller, it's time to create a hyper-targeted account list that reflects that.

## Step 1 Recap and Action Plan

### Summary:

To make seven figures a year, you need to put yourself in a seven figure earning environment.

The path to earning seven figures a year is solved via a math equation using your company's commission structure combined with your personal data.

It's critical to understand hourly rate in order to focus on the activities that sustain it or raise it.

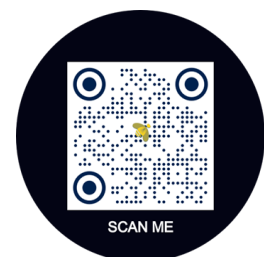
You have three levers to pull to boost your earnings:

- Increase your deal size
- Increase the number of deals you close
- Increase the number of hours you work

To cement your focus, you need to define your identity as a seven figure earner by matching aspiration with reality.

### Required Action:

Grab a copy of the 7 Figure Earner Calculator using this QR code, and fill in the information with your data:



### Bonus Action:

Get an accountability buddy. Text your seven figure earner identity statement to me at +1 (917) 810-2325.