Founding Field Sales Representative

Build More Than a Career. Build Your Future.

ExecHero| Birmingham, Alabama | In-Person B2B Field Sales

$85,000–$108,000 Year-One OTE | $3,500 Guaranteed During Your First Two Full Calendar Months | Uncapped Commissions + Recurring Residuals + Performance Bonuses

Professional Sales & Leadership Training Through ExecHero's Convert Clients Academy™

This Isn't Just Another Sales Job.

Some people are looking for a paycheck.

Others are looking for an opportunity to become exceptional at what they do, earn according to their performance, and build something that continues rewarding their efforts long after the initial sale.

We're looking for the second group.

ExecHero is an emerging technology company helping businesses Convert Clients—*Faster*, More Often and at Higher Investment Levels, increase revenue, and reclaim time through advanced AI and decision-led sales technology.

Our flagship solution, **AIDA™ — Your Always-On AI Relationship Engine**, helps businesses capture opportunities, engage prospects, book appointments, recover lost revenue, and build stronger customer relationships.

But AIDA™ is far more than another AI sales assistant. She is the only AI Relationship Engine in the world powered by the proprietary **ExecHero Decision Engine™**.

Unlike conventional AI systems that rely on static workflows, scripted responses, predetermined communication channels, and fixed follow-up intervals, the ExecHero Decision Engine analyzes decision intelligence to **determine the next best action to move each prospect one step closer to YES.**

The Decision Engine decides. AIDA executes.

Only after the Decision Engine determines the strategy does it instruct AIDA to take action—continuously adapting the sales process, messaging, timing, pace, cadence, tonality, voice, copy, copy density and communication channels to how each individual is subconsciously wired to make decisions.

Instead of forcing prospects through a predetermined sales process, AIDA adapts the process to the prospect.

We're assembling our founding field-sales team and looking for driven, disciplined, ambitious individuals who want more than a conventional sales career.

Why This Opportunity Is Different

1. Get Paid to Learn and Launch

Eligible founding representatives receive a **$1,750 monthly minimum earnings guarantee during their first two full calendar months**, totaling $3,500.

If eligible commissions fall below the monthly guarantee, ExecHero covers the difference. If commissions exceed the guarantee, you earn the higher amount. **Any guarantee supplements are yours to keep—never deducted from future commissions or required to be repaid.**

You'll develop the skills, confidence, and practical experience needed to build your sales career while earning commissions and pursuing performance bonuses.

2. Build Recurring Income — Not Just One-Time Commissions

Most salespeople get paid when they close a deal. Then they start over.

At Paladin AI, eligible sales can also generate ongoing residual commissions on recurring client revenue.

As your portfolio of active, paying clients grows, so can your recurring commission income.

Imagine building a book of business that continues generating commissions while you're developing new relationships and closing additional opportunities.

Your effort today has the potential to create income tomorrow.

3. Learn World-Class Sales, Influence, Negotiation & Decision Leadership

You'll receive training in the **SDCC Way™**, a Biological Influence and Decision Leadership methodology featured in the *Convert Clients*™ book series.

This isn't simply product training or memorizing a sales script.

You'll learn to understand how people make decisions, recognize the signals behind hesitation and uncertainty, build trust, communicate with greater precision, negotiate effectively, and guide prospects toward confident decisions.

These are skills that can serve you throughout your professional life.

4. Learn Directly From the Founder

Rob Mitchell is the founder of ExecHero—The Decision Performance Company—and Paladin AI. Rob founded the Decision Performance™ category and is the pioneer of Decision-Led Intelligence™ for AI-powered business systems.

Rob is the inventor of AIDA™, the proprietary ExecHero Decision Engine™ that governs and instructs her, and Decision Performance Infrastructure™ (DPI)—a new category of interconnected, decision-led business technologies.

He is also the architect of the SDCC Way™ (Subconscious-Driven, Conscious Convergence), a Biological Influence & Decision Leadership methodology, and a six-time author whose works include the *Convert Clients*™, *The Martial Way*™, and *Decision Science*™ book series.

His experience includes influencing more than **$1 billion in business decisions across 100+ industries**, leading large organizations, and helping transform a struggling healthcare startup from near zero to more than $100 million in annual recurring revenue within just three years.

That organization's growth skyrocketed by **25,485%** and they earned recognition on the Inc. 5000 list as the:

- **#1 Fastest-Growing Healthcare Company**
- **#4 Fastest-Growing Company Overall in America**

As a founding representative, you'll have the opportunity to learn directly from the methodologies, systems, and leadership experience behind those results.

5. A Massive Market. More Doors. More Opportunities.

One of AIDA's greatest advantages is the size and diversity of the market it serves.

Unlike sales positions restricted to a single industry, AIDA can help relationship-driven businesses across numerous sectors capture more opportunities, convert more prospects, and increase revenue.

Our potential customers include:

- **Healthcare & Wellness:** Chiropractic, general and cosmetic dentistry, dental implants, physical therapy, med spas, and wellness practices
- **Home & Property Services:** HVAC, plumbing, roofing, electrical, remodeling, pest control, and solar installation companies
- **Security & Technology:** Home and commercial alarm companies, security system providers, and technology service businesses
- **Automotive:** Dealerships, repair facilities, and automotive service businesses
- **Professional Services:** Insurance agencies, law firms, accounting firms, financial services, and other relationship-driven businesses
- **Consumer & Personal Services:** Matchmaking, dating services, fitness studios, personal coaching, and other appointment-driven businesses

And many more.

If a business relies on leads, appointments, referrals, outbound prospecting, or door-to-door sales to acquire customers, there's a strong possibility AIDA can help it grow.

From local service providers to established multi-location businesses, AIDA helps companies turn more conversations into customers and more opportunities into revenue.

What does that mean for you? Less windshield time traveling between distant prospects, more potential customers within the same commercial area, and more opportunities to start conversations, book appointments, and win clients.

Your opportunity isn't confined to one narrow industry.

6. Sell Smarter. Work Smarter. Earn More.

You won't just sell AIDA™. You'll have AIDA working for you.

While you're meeting business owners and opening new doors, AIDA helps manage prospect engagement, follow-up, appointment coordination, and relationship development behind the scenes.

That means less time chasing prospects, fewer opportunities slipping through the cracks, and more time focused on activities that generate commissions.

You're not just selling an AI-powered competitive advantage. You're operating with one.

At ExecHero®, we don't just build and sell innovative technologies—we use them every day to grow and operate our own businesses.

We don't simply sell systems we believe should work. We put them to work ourselves.

7. Get in Early. Grow With Us.

We're not just building a sales team. We're building the future of ExecHero—and our founding representatives will have a voice in shaping it.

As a founding member, you'll work closely with company leadership, contribute firsthand field intelligence, share insights from real conversations with business owners, and help influence how we refine our sales strategies, improve AIDA™, and develop new market opportunities.

Your observations, ideas, and experiences won't simply disappear into a CRM. They'll help inform the decisions that shape our technology, training, and growth.

High-performing founding representatives may also have opportunities to advance into team leadership, training, market development, and other growth roles as Paladin expands.

We're looking for people who don't just want to succeed within a company. We want people who are excited about helping build one.

8. More Solutions. More Opportunities to Earn.

Through Paladin AI's relationship with **ExecHero®**, you'll have opportunities to introduce additional business growth, AI enablement, and Decision Performance™ solutions.

That means more ways to help your clients improve sales, leadership, operations, client acquisition, and organizational performance—and additional commission opportunities for you.

Your Earning Potential: Build Income That Grows With You

$85,000–$108,000 Year-One OTE | Long-Term Earning Potential of $250,000 to $500,000+ Annually

This isn't just another sales position. And the earning potential we're describing isn't a number pulled out of thin air. It's based on a compensation model built around achievable production targets, recurring client revenue, and the long-term value of relationships.

For more than two decades, through his work with ExecHero® and other ventures, Rob Mitchell has mentored thousands of sales professionals, helped hundreds of entrepreneurs build and scale businesses, and developed high-performing commercial teams and compensation structures.

But when Rob and his longtime friend and business partner, Aaron, set out to build Paladin AI, they saw an opportunity to do something different.

To create the kind of career opportunity they wished they'd had themselves.

An opportunity where driven, coachable people could develop world-class skills, build meaningful relationships, earn exceptional income, and participate in the growth of a company they helped shape.

Not simply another job with a commission check.

A career where the work you do today can continue creating financial opportunity years into the future.

Through uncapped commissions, recurring residual income from eligible retained clients, and performance bonuses, you have the opportunity to build a growing portfolio of business.

Our compensation model projects **$85,000–$108,000 first-year on-target earnings (OTE)** at expected production levels.

For exceptionally talented, driven, and coachable representatives who consistently acquire and retain clients, our long-term financial model projects the potential to earn **$250,000 to $500,000 or more annually within four to five years**.

That may sound like an extraordinary number. For perspective, the larger figure is more than the annual salary of the President of the United States.

But here's what makes this opportunity different from traditional commission-only sales:

Every new month doesn't begin at zero.

As your portfolio of eligible, retained clients grows, recurring residual commissions can create an income foundation that builds alongside the new business you generate.

Your efforts have the potential to compound. Your relationships can become increasingly valuable. And your earning opportunity can grow as your skills, production, and client portfolio grow.

You're not simply chasing your next commission. You're building toward your next level of financial freedom.

What You'll Do

- **Prospect businesses face-to-face.** Actively canvass local business districts, visit businesses door-to-door, and initiate meaningful conversations with owners, executives, and decision-makers.
- **Identify opportunities.** Uncover revenue opportunities, operational challenges, missed leads, and unmet business needs through consultative conversations.
- **Introduce ExecHero and AIDA™.** Demonstrate how our decision-led AI technologies help businesses convert more prospects, strengthen customer relationships, recover missed opportunities, and increase revenue potential.
- **Book and conduct sales appointments.** Generate qualified consultations, schedule in-person and Zoom-based appointments, present solutions, and help convert opportunities into paying clients.
- **Put AIDA™ to work for you.** Use the same decision-led AI technology you're selling to automate prospect engagement, follow-up, appointment coordination, and relationship nurturing—freeing you to spend more time creating opportunities and closing deals.
- **Prospect by phone when appropriate.** Conduct outbound calling, follow-up, appointment setting, and pipeline development during inclement weather and designated inside-sales periods.
- **Build lasting business relationships.** Develop and maintain a growing portfolio of prospects and clients, creating opportunities for referrals, recurring revenue, and long-term customer value.
- **Expand your earning opportunities.** Introduce complementary solutions through ExecHero®, helping businesses improve sales, leadership, operations, client acquisition, and organizational performance.
- **Own your performance.** Consistently meet or exceed established daily, weekly, monthly, quarterly, and annual KPIs, including prospecting activity, qualified appointments, pipeline development, and sales results.
- **Maintain an organized pipeline.** Accurately document prospect interactions, appointments, follow-ups, and opportunities within the company's CRM.

- **Stay connected. Stay supported.** Participate in daily team huddles, scheduled one-on-one coaching sessions, and other development activities as needed. But don't worry—we don't believe in meetings for the sake of meetings. We're here to support you, sharpen your skills, remove obstacles, and help you reach your full potential—not keep you sitting in meetings for hours. **We want you in the field, building relationships, closing business, and growing your income.**
- **Master your craft.** Complete ExecHero's Convert Clients Academy™ training program, read the required *Convert Clients*™ books, and participate in ongoing training in the SDCC Way™, Biological Influence™, negotiation, consultative selling, and Decision Leadership™. **All required books, courses, coaching, and training are provided at no cost to you—representing an estimated $50,000 in professional development value.** We invest in your growth because your success is our success.
- **Grow with the company.** Work closely with ExecHero leadership to improve performance, contribute to market expansion, and pursue future leadership opportunities.

This is an active, field-based business development position—not a desk job.

Success requires initiative, resilience, stamina, and the self-discipline to spend substantial portions of a full workday standing, walking, visiting businesses, and consistently knocking on doors to create new opportunities.

Representatives must be capable of performing these essential job functions, with or without reasonable accommodation.

We provide the technology, training, tools, and leadership support. You bring the ambition, work ethic, and determination to create opportunities rather than wait for them.

Who We're Looking For

We're looking for people with ambition, discipline, initiative, and the desire to become exceptional.

You should be comfortable initiating conversations, handling rejection, working independently, and holding yourself accountable for results.

Previous door-to-door, pest control, solar, home security, matchmaking, laboratory diagnostics, medical sales, B2B, appointment-setting, or outside-sales experience is a plus—but not required.

Character, coachability, work ethic, and consistent execution matter more than a polished résumé.

Field Sales & Equipment Requirements

Because this is an in-person, territory-based sales position, candidates must have:

- **Reliable transportation** to travel independently between businesses, appointments, and assigned sales territories throughout the assigned territory.

- **Valid driver's license** and reliable personal transportation required to travel independently between businesses, customer appointments, and assigned sales territories throughout the Birmingham area.
- **A smartphone** with reliable cellular service for business communications, prospect engagement, and daily sales activities.
- **A laptop computer** with reliable internet access for CRM management, virtual meetings, sales presentations, and administrative responsibilities.
- **A tablet** for professional, in-person sales presentations, product demonstrations, and customer interactions.
- **Comfort with digital sales technology**, including CRM systems, email, video conferencing, and AI-powered prospecting and relationship-management tools.

Representatives are expected to provide their own transportation and the equipment listed above and maintain reliable access to these resources throughout their employment.

Additional qualifications that will help you stand out:

- Existing relationships with business owners, executives, or decision-makers in healthcare, dental, chiropractic, med spas, automotive, home services, or professional services.
- An established local business network and experience developing new business through professional relationships.
- Experience selling technology, SaaS, marketing, business services, or revenue-growth solutions.

An existing network is an advantage—not a requirement. Exceptional drive, an outstanding work ethic, and a willingness to learn and improve matter far more to us than who you already know. We'll provide the training, tools, coaching, and leadership support to help you build your own opportunities. **Bring the hunger, discipline, and commitment to succeed. We'll help you develop the skills to turn that effort into results.**

Compensation & Opportunity

- **$1,750 monthly minimum earnings guarantee during your first two full calendar months ($3,500 total)**
- **Uncapped sales commissions**
- **Recurring residual commissions** on eligible retained clients
- **Performance-based bonuses and incentives**
- **World-class sales, influence, negotiation, and leadership training**
- **Access to AIDA™** to help manage your own sales pipeline and follow-up
- **Additional commission opportunities** through eligible ExecHero® solutions
- **Potential advancement** into sales leadership, training, and market development

Your Guaranteed Earnings Are Yours to Keep. During your first two full calendar months, you're guaranteed a minimum of $1,750 per month ($3,500 total). If your eligible commissions fall short, we'll cover the difference. If your commissions exceed the guarantee, you earn the higher amount. **You'll never have to repay the difference, and it will never be deducted from future commissions.**

Your Future Should Be Bigger Than Your Next Paycheck.

If you're looking for a comfortable position where effort and ambition don't matter, this probably isn't the right opportunity.

But if you're driven to grow, eager to master the art and science of selling, influence, negotiation, and Decision Leadership—and excited about building recurring income while helping businesses succeed—we'd like to meet you.

As a Founding Field Sales Representative, you'll have the opportunity to help shape Paladin AI's future while building your own.

You'll represent technology businesses are hungry for today—and help pioneer an entirely new category of decision-led intelligence designed to stand apart long after today's AI tools become commonplace.

This is more than an opportunity to join a company. It's an opportunity to help build one.

Build your skills. Build your income. Build your future.

Apply Today →

Don't just send us your résumé. Tell us what drives you, what you've accomplished, and why you believe you'd thrive as a founding member of the ExecHero sales team.

The Stuff Our Legal Team Requires Us To Share:

Residual commissions are governed by the company's written compensation plan, including eligibility, client retention, and active employment requirements. Earnings and advancement opportunities are not guaranteed. First-year OTE and long-term earnings figures are modeled projections, not historical representative earnings or guaranteed compensation. Actual earnings depend on individual production, collected client revenue, client retention, commission eligibility, and the applicable compensation plan.