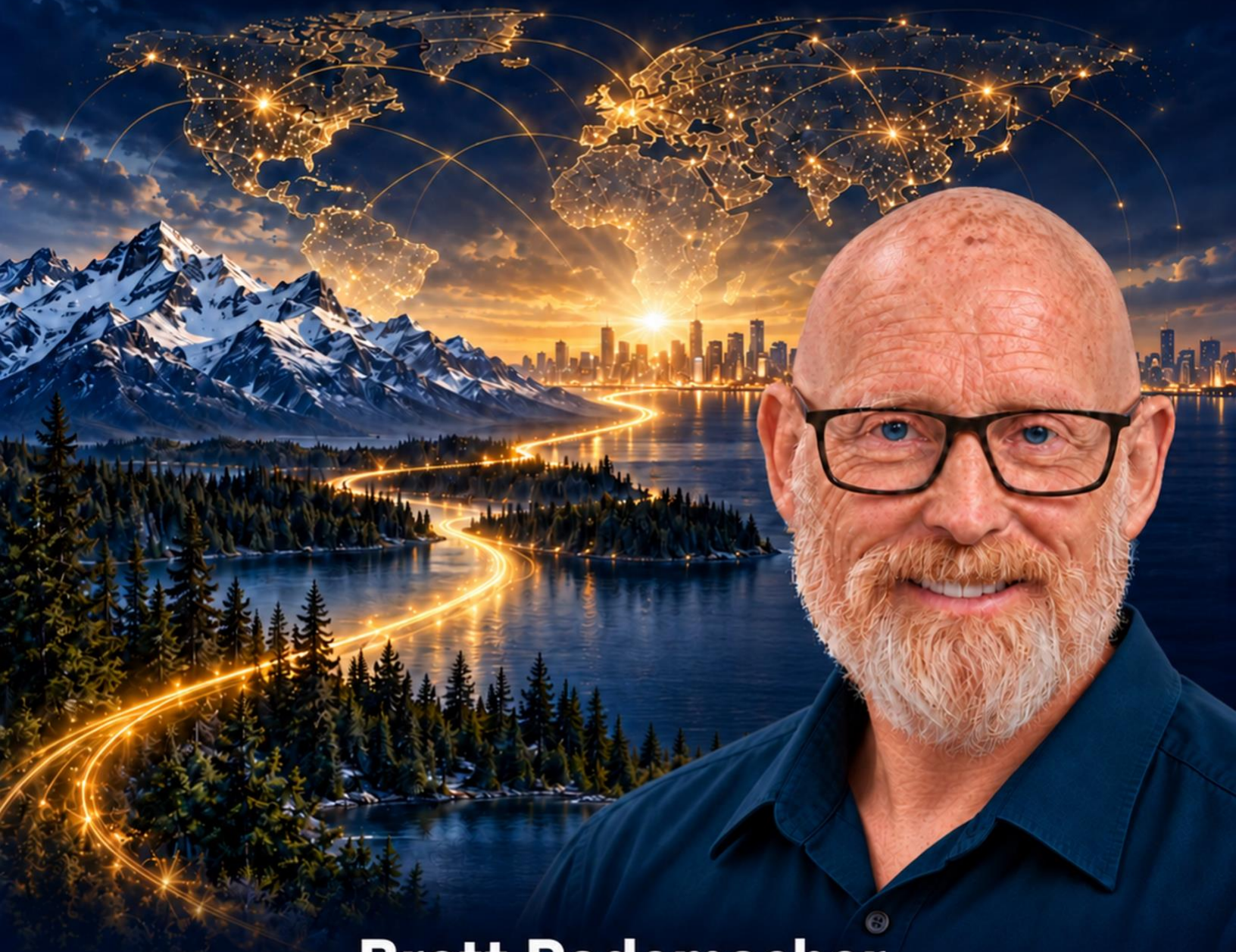
Co-Creating with GOD: Spirit-Led Innovation

FROM ALASKA TO THE NEXT GENERATION OF REMOTE SALES



Brett Rademacher

Contents

From Alaska to the Next Generation of Remote Sales 3

Building the First Enterprise Platform 6

The Remote Sales Method 8

The Pattern I Could Not Yet See 9

The New AI-Enhanced Enterprise Remote Sales Platform 12

Different Platforms, Different Purposes 13

Everything Has a Philosophy 14

What Agentic AI Makes Possible in Lead Generation 14

Higher-Level Sales Is Built on Relationships 15

How the Platform Connects with the Global Vision 16

Doing Sales and Business God's Way 17

From Alaska to the Next Generation of Remote Sales

How God Used Remote Sales to Prepare Me for a Global Vision

by Brett Rademacher



More than thirty years ago, I asked God if I could develop creative ideas and inventions, travel the world, and generate resources through business to help other people as He led me.

I had no idea His answer to that prayer would involve moving to Alaska, pioneering Internet-based remote sales years before it became mainstream, and developing a series of software systems that would help prepare me for the Global Vision He was revealing.

Although I'm not a programmer, God has given me a knack for recognizing what software needs to accomplish and seeing how different concepts, technologies, and processes can be brought together within a working system.

Looking back, I can see that the remote sales systems I conceived and architected weren't isolated software projects. Each one emerged from a problem I was trying to solve, built on what the previous one had taught me, and became part of my preparation for something I couldn't yet see.

Those experiences helped prepare me for **Co-Creating with GOD: Spirit-Led Innovation**, a Christian initiative that provides training to help people discern what God is showing them, develop ideas, solve problems, make decisions, and carry out assignments.

The complete FREE training brings together the **Spirit-Led Co-Creation Pathway**, which helps people discern and respond to God's leading, and the **7i Innovation Framework**, which helps them investigate, develop, test, and put ideas into practice.

Co-Creating with GOD is the first major initiative of the **Global Christian Business Network**, the larger mandate God has given me for connecting and equipping believers around the world.

This document focuses on the remote sales part of that preparation. I share the broader journey in **Origin Story and Global Vision**.

Starting Over in Alaska

In 1998, I felt strongly compelled to move to Alaska to be closer to my parents because my dad's health was declining. My businesses were based in Texas, so moving to Alaska meant starting over from scratch.

I had a lot of sales experience from running my own companies, but I didn't know how I was going to make a living from Alaska. I expected to stay there for an extended period, but I also knew I would eventually return to the lower 48. Whatever I developed needed to work no matter where I lived because I didn't want to start over again when I left.

In the late 1990s, the Internet was opening up new ways to do business. Some of the business and marketing experts I followed dismissed it as a fad when it came to business and sales. That sounds laughable now, but even though I didn't know much about the Internet, I had a gut feeling they were dead wrong.

So I rented a small, ugly office in Anchorage and spent the next three months researching the Internet as though it were a full-time job. Some days I worked eight hours. Other days it was ten, twelve, or fourteen.

I based my research on four specific questions that I still remember:

- What is the Internet?
- How can I not be geographically challenged?
- How can I leverage my abilities?
- What is the "hidden opportunity" for me?

With those questions guiding me, I studied what people were doing, compared different ideas, concepts, and business models, and tried to understand how the Internet could be used for sales from Alaska. **I was simply trying to figure it all out.**

Looking back now, I know without a doubt that God planted those questions in me and orchestrated my move to Alaska as preparation for what came afterward.

As I continued researching, the answers to my four questions started coming together, but not in any particular order. Then one day, all the pieces clicked into place in my mind and spirit. **It was as much a spiritual epiphany as a mental "Aha!" moment.**

What emerged was a four-part hybrid business model for conducting sales remotely using the Internet. I called it "virtual sales" back then. Today, I call it remote sales.

The model combined the Internet's 24/7 global reach, web-based sales automation software, mass media advertising to generate leads, and remote sales reps who earned commissions from sales generated through their individual websites.

The remote sales model I'm describing used the Internet for marketing and automation, with direct personal interaction at the center of the sales process. It was designed to reduce the need for travel and improve lead generation and follow-up, giving reps more time to work with their best prospects and develop relationships with customers and clients. That meant understanding what people needed and helping them decide whether a product or service was right for them.

I knew without a doubt that God was leading me into this, and that realization completely changed the direction of my life. The remote sales concept became a burning passion because I could see it so clearly and was beginning to recognize possibilities that went far beyond the technology available at the time.

But there was a problem for me. A BIG problem.

Bringing the remote sales model I had in mind to life meant having a software system developed around the combination of capabilities I needed. To make it even more comical, I knew absolutely nothing about programming or building software. My original college major had been commercial art, and I'm not technically inclined by nature.

The first application I had developed in 1998 was called LeadDog. It was a really basic lead-distribution app that automatically sent new leads to remote sales reps each day.

Since I was living in Alaska, I had the programmer put a graphic of an Alaskan Malamute on the login page and add the sound of a dog barking when someone logged in. People thought it was hilarious because their dogs would start barking at the computer or their cats would run off.

The concept and technology worked great, and the remote sales reps loved it. The quality of the leads we were getting from the vendor, not so much.

LeadDog taught me that I could recognize what software needed to accomplish, communicate those requirements to a programmer, and have a working application developed even though I couldn't write a line of code.

In 1999, I launched a broader web-based remote sales software system. It was rudimentary by today's standards, but I had it developed around the four-part hybrid business model God had shown me.

That system gave me a place to develop and apply the remote sales concepts I had been talking about. More importantly, it allowed me to demonstrate that the model actually worked in the real world, not just in my head.

At the end of 1999, a friend contacted me and told me that Zig Ziglar was starting a personal-development direct sales company. As soon as he told me, I knew I was supposed to become involved, even though I didn't really know what the company was doing.

By the fall of 2000, using the remote sales concepts God had given me and the basic software system I'd developed around them, I had become the company's top sales rep and sales team builder.

From a natural standpoint, that never should have happened. I was living in Alaska, no one in the industry knew who I was, and other people had significantly larger circles of influence and far more connections than I did.

Being in Alaska became an advantage instead of the disadvantage I originally thought it would be. It caught people's attention and demonstrated that someone could become highly successful at remote sales regardless of where they lived.

What's kind of mind-boggling is how rapidly the COVID-19 pandemic accelerated the adoption of remote selling more than twenty years after I began working on it in Alaska. It's just like God to create something extraordinary out of circumstances that looked completely improbable at the beginning.

Building the First Enterprise Platform

Rather than trying to turn that basic remote sales system into an enterprise-level platform, I took what I had learned and architected an entirely new system from the ground up. I launched it at the beginning of 2001.

It was designed to support multiple large remote sales organizations around the world, with an architecture that allowed its capacity to expand as more servers were added.

In my experience, large sales organizations repeatedly encountered three critical problems that limited their sales potential. They struggled to duplicate the processes used by their most successful sales reps, train other sales reps to apply what was actually working, and maintain effective communication with leads, prospects, customers, and clients, as well as within their sales teams.

Remote sales reps needed that support regardless of where they lived. The new platform was designed specifically to solve those problems and turn them into strengths. And it worked really well.

It captured and managed leads, supported follow-up activities and sales processes, organized contact and sales information, assisted with communication, provided on-demand training, and helped reps build relationships with prospects and customers. It also supported many of the other activities large remote sales organizations needed to operate successfully and scale rapidly.

One of its most distinctive capabilities was replicating a complete, working sales system for each new remote sales rep with a single click of a mouse. That made it possible to deploy the system across organizations involving hundreds, thousands, or even tens of thousands of remote sales reps.

I brought together video sales letters, landing pages for lead capture, automated email follow-up, ad tracking, a sales contact-management system, and a personalized replicated website for each remote sales rep.

Together, those tools gave remote sales reps what they needed to generate leads and make sales regardless of the size of the organization. That ability to deploy complete sales systems quickly became central to how I scaled different remote sales projects.

As the enterprise platform expanded, I built an in-house programming team and worked closely with my lead programmer, Adam, to continue developing the platform. My software company eventually grew to over thirty employees. I couldn't have accomplished what I did without Adam. There is no doubt in my mind that God made a way for him to help me.

I used the platform for my projects and joint ventures and licensed it to companies, remote sales leaders, and their teams. It ultimately supported tens of thousands of remote sales reps throughout the world across numerous projects.

I also developed a generic version of the same underlying software. Individual subscribers could use it for almost any type of remote sales project, and it included a built-in affiliate program. Over time, the global affiliate network promoting the generic version grew to include almost 30,000 affiliates.

The platform's email servers sent as many as 20 million permission-based emails a day, and the overall server infrastructure cost more than $30,000 a month. Back then, you could have bought a car every month for what the company was spending on servers.

The software ran on servers, and people accessed it over the Internet. I didn't have a name for that delivery model at the time. We just did it without giving it a fancy name.

The Remote Sales Method

During this period, I became highly adept at applying a concept called **Remote Control Selling** throughout the software systems and across the remote sales teams I built and managed.

Remote Control Selling combined technology and sales automation with personal interaction. Its purpose was to help remote sales reps be successful and do the best job possible by giving them useful information, practical support, and more time with their best prospects, customers, and clients.

I now call this approach the **Remote Sales Method**.

Applying this approach helped me become one of the world's top remote sales reps and team builders in my niche. On one project, I was the catalyst and primary driver behind monthly sales growing from under $200,000 to more than $20 million in less than two and a half years.

From Alaska, of all places.

In 2004, I drew on my experience with Zig Ziglar's company and what I had learned from building and training large remote sales organizations to architect an enterprise learning management system. I had it developed for personal development and remote sales training.

Although it was connected with my remote sales projects, it was a learning platform rather than a sales application. It addressed the training side of the same challenge by equipping and developing people throughout the world years before remote learning became as common as it is today.

The Pattern I Could Not Yet See

Each of these systems emerged from real-world, hands-on experience. I understood the problems because I had worked directly with the people experiencing them. I could see what remote sales reps, leaders, and companies needed the technology to accomplish, even though I depended on programmers to turn the ideas God was giving me into functioning software.

What I couldn't see at the time was the deeper pattern in the way God was leading me.

The remote sales concept was something God revealed to me, but revelation was only the beginning. I had to clarify what He was showing me, determine whether I was supposed to pursue it, and develop it into something that could actually work. That meant involving people who knew what I didn't know, testing what was developed in the marketplace, learning from what failed, making adjustments, and continuing to move forward.

Most of the time, God would show me just enough to take the next step, and I moved forward with what I understood.

Sometimes I was waiting on God, and sometimes I was running at full speed. Some doors opened wide, while others slammed shut right in my face. There were times when I moved with absolute confidence and conviction and others when I felt as though I were blindly stepping off a cliff.

Sometimes I knew exactly what I was doing. **And other times I was completely clueless.**

That pattern was already evident in 1999. After being pounded by one setback after another, I reached a point where I was worn out from trying to figure everything out on my own. My wife and I prayed together because I didn't know what else to do.

"Father, I truly believe this is what I am supposed to be doing, but if it is not, please show me what I am supposed to do. If I am supposed to continue doing this, I desperately need Your help because nothing I am doing seems to be moving forward."

The following week, I received a check for a consulting project. Even though things didn't suddenly become easy, that check was God's confirmation that I was on the right track. It also marked the point when the different pieces finally began coming together.

Years later, I would recognize the pattern God walked me through in Alaska as the **Spirit-Led Co-Creation Pathway**. I would also see how the **7i Innovation Framework** reflected much of the thinking and practical work that had gone into developing those remote sales systems.

At the time, however, I didn't have names for any of it. I only knew that I had to continue hearing God's voice, following the leading of the Holy Spirit, involving the people He brought into the process, and doing the work required to bring what He had shown me to fruition.

Those lessons would also shape the next generation of remote sales technology I developed.

From Sales Automation to Advanced Internet Intelligence

In 2010, despite all the success I had previously experienced, God made it very clear that it was time to shut down the enterprise-level version of my remote sales software. At the time, I didn't understand why. The platform had proven itself, supported remote sales teams involving tens of thousands of people, and helped produce extraordinary results. But God knew what was ahead.

Then, in 2015, He led me to spend a year researching where the next generation of remote sales technology was headed. I called the emerging combination of technologies I was studying **Advanced Internet Intelligence**.

I had a prototype of a new remote sales system developed in 2016 and launched a beta version in 2017. It was designed to help remote sales reps identify, organize, and prioritize leads, prospects, customers, and clients; track follow-up activities and sales stages; communicate through multiple channels; and use social, affinity, personality, and communication insights to better understand the people they were engaging with.

The goal was to help them determine whom to contact, what information might be relevant, how to communicate more effectively, and what their next steps should be.

The development roadmap included smart segmentation, automated sales campaigns, lead scoring, predictive marketing, and personality-informed communication. It also included capabilities for identifying interests and potential sales possibilities through online behavior and other available data.

The system's architecture brought together machine learning, social listening, personality profiling, and a process for seeking missing information from multiple data sources in sequence. That process is commonly called waterfall enrichment today. It checks one source after another until it returns a usable result or exhausts the available sources. It can improve coverage, but it doesn't guarantee accurate information or a result for every contact.

The system didn't incorporate the type of generative AI later made widely accessible through ChatGPT. At the time, I was picking up breadcrumbs from leaders in AI and sales at Fortune 500 companies. Those breadcrumbs gave me a lot of food for thought about what AI might eventually make possible and where sales technology was headed.

One of the central innovations was how those capabilities worked together to make sales information more useful and actionable. But the technology itself was never the point.

The purpose was always to help remote sales reps become better informed, make better decisions, communicate more effectively, and build stronger relationships.

Throughout my consulting work, I had learned that the best way to develop a sales process was usually to perform it manually first. Doing the work revealed what was effective, what wasn't, where people got stuck, and what information and tools they actually needed. Once the process had been proven, technology could strengthen it, make it more consistent, and allow it to operate at scale.

Technology can amplify a sound process, but automating an ineffective one often allows people to do the wrong things faster and on a much larger scale. That can cause even greater damage to the business.

I wasn't using the term **human augmented intelligence** at the time, but the underlying principle was already there. Technology could gather and organize information, identify patterns, prioritize possibilities, and support more effective communication. But people still needed to think, listen, exercise judgment, make decisions, build trust, and develop relationships.

The beta system impressed many of the people who saw what it could do. Unfortunately, the external data streams it depended on were still too inconsistent in price, quality, and availability to support the platform at the level I needed, so I eventually put the project on pause.

The underlying concepts never went away. Today's technology gives me new ways to pursue them, but the usefulness of any data source still depends on its accuracy, coverage, cost, availability, and permitted use.

In 2022, after I had been away from actively working in remote sales for several years, my friend Clay told me he felt prompted to become the catalyst for my return. By then, the COVID-19 pandemic had accelerated the adoption of remote sales, and the technology was light-years ahead of what had existed when I began.

I created the Remote Sales Pro Academy to teach the Remote Sales Method and began exploring a new generation of AI-assisted sales technology. That return helped prepare the way for the new platform I'm developing now.

The New AI-Enhanced Enterprise Remote Sales Platform

Compared with what is possible today, the remote sales application I launched in 2017 now seems almost archaic. I'm currently architecting a fifth remote sales application and having it developed. It will be my second enterprise-level platform.

The name hasn't been finalized, so I currently refer to it as the **new AI-enhanced enterprise remote sales platform**.

For this platform, I use **AI** to describe three interconnected aspects of intelligence:

- **Artificial intelligence**
- **Augmented intelligence**
- **Advanced Intelligence**

Artificial intelligence provides the technological capabilities. These can include information processing, pattern recognition, data enrichment, research, analysis, social listening, predictive insights, and other forms of technical assistance.

Augmented intelligence describes how those capabilities help remote sales reps become better informed and more capable while continuing to think for themselves, exercise judgment, and build relationships.

Advanced Intelligence is my term for the combination of enriched data, predictive insights, contextual understanding, and decision support intended for this platform. By contextual understanding, I mean organizing information around a particular sales situation so the rep can

assess its relevance and decide how to respond. The concept builds on the principles behind the earlier Advanced Internet Intelligence system.

The **Remote Sales Method** provides the foundation for the platform. Its architecture draws on what experience has taught me works most effectively in remote sales, what I learned from every platform that came before it, and what God continues to show me as He leads me through its development.

Different Platforms, Different Purposes

The new AI-enhanced enterprise remote sales platform and NeumaGO.ai are completely separate systems with different purposes. The enterprise remote sales platform is being developed specifically to support the Remote Sales Method and Co-Creating with GOD's future global remote sales projects.

NeumaGO.ai grew out of a separate direction God gave me in June 2026, toward the end of a 40-day fast. He made it crystal clear that I was supposed to develop an AI platform for Co-Creating with GOD: Spirit-Led Innovation.

I began developing NeumaGO.ai as a platform for **Spirit-Led human augmented intelligence**. It is intended to help people research, question, document, collaborate, and apply the Spirit-Led Co-Creation Pathway and the 7i Innovation Framework to real ideas, problems, decisions, and assignments.

For NeumaGO.ai, I use **AI** to mean **augmented intelligence**. Artificial intelligence provides the underlying technological capabilities, while Spirit-Led human augmented intelligence describes how those capabilities are used.

The objective is to augment and enhance human intelligence without replacing the thinking, creativity, spiritual discernment, relationships, judgment, or personal involvement the work requires.

I explain this approach more fully in **Spirit-Led AI: How Christians Can Use Artificial Intelligence While Remaining Led by the Holy Spirit**. That document shows how AI can support research, thinking, collaboration, and practical work while people continue seeking God, exercising discernment, and making their own decisions.

The Holy Spirit leads. People discern, decide, and act. Artificial intelligence assists.

Everything Has a Philosophy

I'm big on philosophy because it determines everything you do.

Every company has a philosophy, and every product has a philosophy behind it. A company's actions usually reveal that philosophy more clearly than anything written on its website. It shapes how people are treated, what the company prioritizes, how decisions are made, and what behaviors are encouraged or rewarded.

Every sales process and sales software system reflects a particular philosophy. Mine does too.

It starts with helping companies and remote sales reps do a better job selling products and services that make a positive difference in customers' lives. That means giving reps the tools, processes, training, information, and support they need to do their work well.

I want remote sales reps to be treated as indispensable contributors, not disposable parts of a sales machine. Their experience, judgment, and relationships matter. My approach has always been to equip people, help them become more capable, and give them the support they need to succeed. That philosophy has been a major reason for my success in remote sales.

That same approach guides the new platform's design. I'm developing it around what remote sales reps need to serve customers well, drawing on what I've learned from doing the work myself.

What Agentic AI Makes Possible in Lead Generation

Over the years, I've personally spent and overseen the use of millions of dollars on lead generation across numerous remote sales projects I built, managed, directed, or consulted on. That gives me a firsthand perspective on how dramatically the technology has changed. What can now be accomplished with agentic AI is staggering compared with what was available when I first started advertising and generating leads for my businesses in the 1980s.

I'm designing the new platform to include agentic AI for lead research. These AI systems can use connected tools to work through several steps toward a defined goal, such as gathering information, comparing sources, and organizing results for a sales rep to review.

This part of the platform would help identify prospective customers, add relevant information about them, recognize patterns, and prioritize leads. Its capabilities will depend on the tools,

data sources, permissions, and integrations used, along with what testing shows it can do reliably.

The aim is to give reps useful information and more time for personal interaction. Any inferred interests or personality traits would need to be presented as possibilities for reps to consider and check through conversation.

Remote sales reps would retain control over whom to contact, when, and how. Researching a prospect would be separate from sending messages or taking other actions on a rep's behalf. Any such action would need to stay within what the rep had authorized and any limits on how the source data could be used.

Higher-Level Sales Is Built on Relationships

A central part of the **Remote Sales Method** is giving remote sales reps more time to spend with their best prospects and develop relationships with their customers and clients. The technology, automation, and supporting processes are designed to make that possible.

Technology can help reps research leads, organize information, recognize which prospects to prioritize, and keep track of follow-up. Reducing the time those activities require gives reps more room to focus on the people they can best serve.

Technology can help a remote sales rep prepare for a conversation, but the conversation is where the rep begins to understand what the person actually needs. That requires listening, asking useful questions, and being willing to change an assumption when the person explains their situation. It also means being honest when the product or service isn't a good fit.

Sometimes that understanding develops over several conversations. A rep needs time to follow up thoughtfully, answer questions, and learn what matters to the person as the discussion progresses.

Those relationships also need attention after the sale. Customers and clients may have questions, need additional help, or experience changes in their circumstances. Staying in touch gives the rep a chance to understand those changes and learn whether the product or service is making the difference the customer expected.

That ongoing contact helps reps develop a fuller understanding of the people they serve. They can build on earlier conversations, remember what matters to a customer, and offer help that reflects the person's actual situation.

Trust develops through how a rep treats people, communicates, and follows through over time. That is why the character and intentions of the person using the technology matter so much.

How the Platform Connects with the Global Vision

The Global Christian Business Network is the larger mandate God has given me, and Co-Creating with GOD: Spirit-Led Innovation is its first major initiative.

For years, I've envisioned a global Christian network of professionally trained remote sales reps with excellent character who could support projects throughout the world. That vision now connects directly with what Co-Creating with GOD is intended to accomplish.

Co-Creating with GOD can help people develop businesses, products, services, and other initiatives that meet real needs. Some of those initiatives could benefit from regional, national, or global remote sales organizations. The sales approach would need to fit each product or service and the people, relationships, and local markets involved.

The new AI-enhanced enterprise remote sales platform is being designed to support that work. It is intended to help equip and connect people across different locations, support the Remote Sales Method, and provide the technology those remote sales projects would need to operate globally.

The aim is to help those initiatives reach the people they are intended to serve and generate revenue. Some of those initiatives could also become a source of funding for work connected with the larger Global Christian Business Network.

Co-Creating with GOD already has a Christian-based global affiliate program that provides a practical starting point for people who want to get into remote sales.

Affiliates receive a personal referral link to the FREE enrollment page and can introduce others to the complete training. They can earn commissions when people they directly refer purchase paid Memberships. Participation requires separate affiliate registration, and FREE Members can participate.

That gives people a way to begin applying remote sales principles now through personal introductions, thoughtful follow-up, and helping others benefit from the training.

Doing Sales and Business God's Way

I want the new platform to support a way of doing business that reflects God's character. That means applying generosity, truth, and selflessness to the way products are represented, customers are treated, and sales decisions are made.

Greed focuses on what we can get for ourselves. Generosity recognizes that what God places in our hands can be used to serve others and accomplish purposes extending beyond ourselves.

Deceit obscures or distorts the truth to produce a desired result. Operating in truth means communicating honestly, representing products and services accurately, and refusing to mislead people to make a sale.

Manipulation treats people as a means of getting what we want. Selflessness means refusing to use people for our own purposes and choosing to serve rather than control.

Selflessness doesn't mean becoming passive, refusing to exercise judgment, or abandoning the responsibilities God has given us. It means surrendering our desires and agendas to God and conducting ourselves in a way that reflects His character.

That standard becomes even more important as technology grows more powerful. AI can augment and enhance the capabilities of a company or salesperson. It can also amplify the philosophy and intentions of the people using it. More capable technology makes character, judgment, and accountability more important, not less.

The commitment has to begin before the technology is applied. It starts with making a decision to do business and sales God's way. In Isaiah 55, God calls people to turn from their own ways and return to Him. That challenges me to examine the way I conduct business as well.

For my thoughts are not your thoughts,
neither are your ways my ways, declares the LORD.
For as the heavens are higher than the earth,
so are my ways higher than your ways
and my thoughts than your thoughts.

Isaiah 55:8–9 (ESV)

What began as a simple lead-distribution app in Alaska became a series of systems connecting global teams, training, information, communication, technology, and relationships.

I can now see how those experiences prepared me to develop another part of the larger vision God began revealing more than thirty years ago. The technology has changed dramatically, but the underlying purpose hasn't. It is still about using what God places in our hands to serve people, create genuine value, generate resources, and accomplish His purposes throughout the world.

If you'd like to apply the Spirit-Led Co-Creation Pathway and the 7i Innovation Framework to an idea, problem, decision, or assignment in your own life or work, the complete Co-Creating with GOD: Spirit-Led Innovation Training is available for FREE. Start your learning journey here.

Cheers,
Brett Rademacher

P.S. If you know someone who might be helped or encouraged by this story, please share it with them.

P.P.S. I share more of the journey behind Co-Creating with GOD and the larger vision in **Origin Story and Global Vision**. You can also read **Spirit-Led AI** for practical ways to use artificial intelligence in the work God has given you while remaining led by the Holy Spirit.