



# RODERICK JEFFERSON

SPEAKER | AUTHOR | SALES COACH

Roderick Jefferson is an internationally recognized, business-focused speaker. He has shared his dynamic and energetic voice in a variety of events including; keynotes, guest lectures, webinars, podcasts, and domain expertise panels, with companies such as ATD Conference, B2BMX Conference, Cisco, Collibra, LinkedIn, MindTickle, Revasum, Oracle, Sales Assembly Conference, Sales 3.0 Conference, Sales Enablement PRO Conference, Salesforce (Dreamforce), SAP, Seismic, Showpad, SiriusDecisions, Uber, and Zoom.

He is also an acknowledged thought leader in the sales enablement space and author of the Amazon #1 New Release & Bestselling book, **Sales Enablement 3.0: The Blueprint to Success**.

Roderick's deep experience in change management, leadership and sales execution provides the appropriate level of credibility and business acumen to set the right tone for your conference.

## BOOK RODERICK TO SPEAK!



Roderick Jefferson



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### SPEAKING TOPICS

- Converting Prospects Into Customers**  
 This conversation will help you break down the complexity of the buying & selling process through scalable, repeatable, and measurable practices that lead to accelerated speed to revenue and increased sales productivity.
- Accelerating Sales Efficiency and Profitability**  
 Inconsistent execution can doom even the strongest sales initiatives and strategies. Creating a systematic approach to the sales enablement strategy can help drive consistent execution across revenue teams.
- The 2% Mentality (Overcoming Life's Obstacles)**  
 Persistence is a huge key to overcoming challenges. Giving up means that you will neither overcome the challenge nor learn from it.

### CLIENT TESTIMONIALS

- Roderick's presentation provides practical tips on how to effectively adapt your sales and marketing strategy, prepare your teams and drive results for your organization!   
 - **Regina D'Alesio (Strategic Event Producer)**
- Roderick was the top ranked conference presenter according to our attendees!   
 ~ **Elina Juteylyte (Founder & International Event Manager)**
- Roderick is a dynamic, engaging keynote speaker and a genuine joy to work with. He perfectly tied together the major themes of the event and left everyone inspired and ready to tackle their sales enablement issues. Audiences rate him highly, and it's easy to see why!   
 ~ **Lori Bush Shepard (Conference Manager)**

KEYNOTE SPEECHES  
EVENTS & CONFERENCES

PODCASTS  
PANELS & DISCUSSIONS

WEBINARS  
GUEST LECTURES

