

EMPOWERING TEAMS TO ACCELERATE SUCCESS!





Professional Bio

Roderick Jefferson Chief Executive Officer

Roderick Jefferson is the CEO of Roderick Jefferson & Associates. He is an acknowledged thought leader and keynote speaker in the sales enablement space. With 20+ years of leadership, he has extensive experience in creating sales enablement organizations and sales execution programs that drive significant incremental revenue across some of the most innovative companies in the world.

Roderick is the author of the Amazon bestselling book, ***Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence***. He is one of the founding members of the Sales Enablement Society. Roderick is also a member of several Advisory Boards, including Capella University, Autobound.ai, Sales for the Culture, KAM Alliance, Koridor, and Sellation Inc.

He has held a variety of executive leadership, sales, sales enablement, operations, and customer experience roles at Siteimprove, Magnit, Netskope, Roderick Jefferson & Associates, Marketo, Oracle Marketing Cloud, Salesforce.com, 3PAR, Business Objects, NetApp, PayPal, Siebel Systems, & AT&T.

When not working on sales enablement projects and programs, he can be found perfecting the art of barbecuing or playing on his bocce court in his backyard with his family.



Speaker Bio



RODERICK JEFFERSON SPEAKER | AUTHOR | SALES COACH

Roderick has shared his dynamic and energetic voice globally in a variety of live and virtual events including; keynotes, guest lectures, webinars, podcasts, and domain expertise panels, with companies such as ATD Conference, B2BMX Conference, Cisco, Collibra, MindTickle, Revasum, Sales 3.0 Conference, Oracle, Sales Assembly Conference, Sale Enablement PRO, Salesforce (Dreamforce), SAP, Showpad, 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 Sales Enablement Excellence***

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. His compelling keynote speeches can set the table at the start of a conference or end it with a bang!

KEYNOTE SPEECHES EVENTS & CONFERENCES

PODCAST PANELS & DISCUSSIONS

WEBINARS GUEST LECTURES



Speaking Topics (Corporate)

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. This talk focuses on how surviving a life-changing stroke has driven me to become a better person and leader.



Speaking Topics (College & University)

The Blueprint to Success (Undergrads)

Looking to learn how to successfully identify, prepare for, and transition from college into your dream job? With 20+ years of experience, Roderick will share proven & successful strategies for navigating the workforce culture. Roderick shares provocative leadership strategies and powerful personal stories to help your group connect the dots between individual accountability and organizational change. When your event is over, the attendees will leave motivated and excited to make the changes required to win in their personal and professional lives!

Goals & Objectives

Upon completion of this (4) part Masterclass series, the participants will be able to:

1. Driving Success by Owning and Managing Your Digital Footprint
2. Integration into the Workforce Across All Disciplines
3. Making an Immediate Impact
4. Identifying and Selling Your Strengths

Up-Leveling Your Career... The Blueprint to Success (Graduates)

Looking to learn how to successfully identify, prepare for, and transition from college into your dream job? With 20+ years of experience, Roderick will share proven & successful strategies for navigating the workforce culture. Roderick shares provocative leadership strategies and powerful personal stories to help your group connect the dots between individual accountability and organizational change. When your event is over, the attendees will leave motivated and excited to make the changes required to win in their personal and professional lives!

Goals & Objectives

Upon completion of this (3) part Masterclass series, the participants will be able to:

1. Integration into the Workforce Across All Disciplines
2. Making an Immediate Impact
3. Identifying & Highlighting Your Strengths



Speaking Engagement (11 Countries & 19 States)

Keynote Speaking

- **2023:** B2BMX Conference
- **2023:** CRO Summit (Sales 3.0)
- **2022:** atd Sell
- **2021:** Nextplay Hybrid Event (SF)
- **2021:** Sales Enablement Society (Africa)
- **2021:** Freelance Business Summit (Belgium)
- **2021:** Sales Enablement PRO
- **2021:** RevTech Summit
- **2021:** B2B Sales & Marketing Exchange

Guest Speaking

- **2021:** Growth Summit Event (Zoom)
- **2021:** Sales Enablement QBR (MindTickle)
- **2021:** Sales Enablement Development Forum (CISCO)
- **2021:** Best of #B2BMX (Virtual Event)
- **2021:** Let's Talk About REAL Life
- **2021:** Sales Enablement Soiree
- **2021:** RevGenius Book Circle
- **2021:** Reboot Fridays
- **2021:** OITVOIP Partner First Webinar

Podcasts

- **2023:** RevEngine Podcast
- **2023:** The Sales Transformation Podcast
- **2023:** The Sales Consultant Podcast
- **2023:** Sales Expert Podcast
- **2022:** "Fine Is a Four Letter Word" Podcast
- **2022:** The Sales Enablement PRO Podcast
- **2022:** The Bookability Podcast
- **2022:** Sales IQ Podcast
- **2022:** The Sales Enablement Podcast
- **2021:** The Sales IQ Podcast
- **2021:** SamuraiSales Podcast
- **2021:** Pipeliner CRM Podcast
- **2021:** The Other Side of Sales Podcast
- **2021:** The 808 Podcast
- **2021:** The Marketing Book Podcast
- **2021:** Revenue Real Hotline Podcast
- **2021:** In Pursuit of Growth B2B Revenue Executive Experience Podcast
- **2021:** In Pursuit of Growth Podcast
- **2021:** Game Changers Podcast
- **2021:** TSE Podcast (Donald Kelly)
- **2021:** "Made It" #s4tc Podcast
- **2021:** Down the Rabbit Hole Podcast
- **2021:** SDR HOTLINE Podcast
- **2021:** SMACM Leadership Podcast
- **2021:** Market Dominance Guys Podcast
- **2021:** Sales Enablement PRO Podcast
- **2021:** Abstrakt.Ai Podcast
- **2021:** Stop the Sales Drop Podcast

Domain Expertise Panels

- **2022:** Sales 3.0 Leadership Panel
- **2021:** Buyer Centric Enablement (VendorNeutral)
- **2021:** First Generation Students Executive Panel

Blogs

- **2021:** 11 of the Best Sales Enablement Books Your Team Should Be Reading
- **2021:** Highly Recommended Books
- **2021:** Top 21 Books for Enablement Practitioners in 2021

Recommended Book Club

- **2021:** National Sales Network (Raleigh)
- **2021:** International Virtual Book Fair
- **2021:** SellingPower
- **2021:** RevGenius
- **2021:** Sales Enablement PRO

eBook

- **2021:** 30 REVTECH Strategies for 2021 (ChatFunnels)
- **2021:** Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence



Speaker Previews

- **Client Testimonials:** <https://bit.ly/2S49yeL>
- **Customer Centricity:** <https://bit.ly/3jaxfhA>
- **Keynote Presentations:** <http://bit.ly/2Vca5fi>
- **LinkedIn Week Highlight:** <https://youtu.be/bnp9HtuIEQ8>
- **My Personal Journey:** <https://youtu.be/fkk5FHB0sT4>
- **Sales Academy Closing Keynote:** <https://youtu.be/5Z8SoDA32Vo>
- **Sales Highlight:** <https://youtu.be/rQEUgfPf43Q>
- **Speaker Highlight:** <https://youtu.be/bLv0FSPR4yk>





“ 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 DeHaven
Strategic Event Producer



“ Roderick is an effective and inspirational professional speaker. ven more impressive, He even spent extra time after the event talking individually with students, showing that he is always willing to help others succeed. ”

Jennifer Halford
Regional Director of Development



“ Roderick’s keynote presentation was moving, engaging, uplifting, and inspirational! ”

Kristin Altman
Founder & CEO



“ Roderick was the top ranked conference presenter according to our attendees. His compelling keynote speeches can set the table at the start of a conference, or end it with a bang! ”

Elaine J. J. J.
Founder & International Event Manager



“ 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 DeHaven
Strategic Event Producer



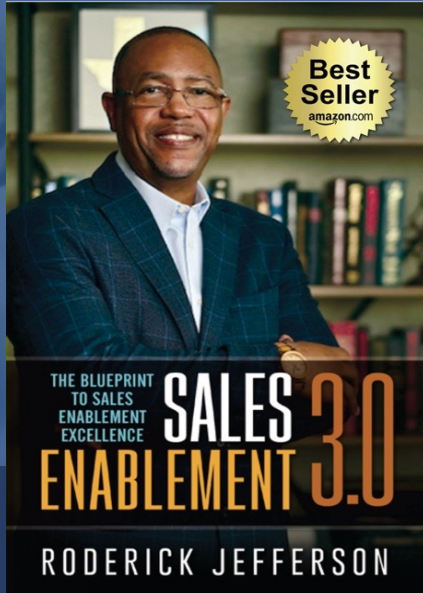
“ Roderick is a dynamic, engaging keynote speaker and a genuine joy to work with. He left everyone inspired and ready to tackle their sales enablement issues. Audiences rate him highly, and it’s easy to see why! ”

Lea Bush Shepard
Conference Manager

Client Testimonials



Sales Enablement 3.0



Amazon Bestseller

Sales Enablement 3.0 Is Both an Art and Science!

There are no magical silver bullets or single approach that will guarantee that you will be successful! There is, however, a formula just like any other successful process, program, or tool that requires a combination of practical application, trial and error, mixed with a lot of conversations with Sales leaders to understand their wants, needs, and expectations.

At its core Sales Enablement 3.0 is an innovative, approach focused on increasing sales productivity through a systematic, personalized, and collaborative approach designed to support buyers that will fuel the conversation economy!

This book will provide you with a blueprint that will help you to navigate the twists and turns that will ultimately lead you to designing, deploying, measuring and iterating a world class sales enablement organization.



Let's Get Connected



**Empowering Teams to Discover,
Visualize, and Accelerate
Their Success**

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