

# RODERICK JEFFERSON

SPEAKER | AUTHOR | SALES COACH



## EMPOWERING STUDENTS TO VISUALIZE & ACCELERATE SUCC

Roderick Jefferson is an internationally recognized, business focused speaker and author of the Amazon #1 New Release & Bestselling book, *Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence*.

Having given keynote presentations nationally and ten countries throughout the world, he understands the power of sharing real life strategies that work. Built as a best practice share colleges and universities, Roderick focuses on the key components required to be successful in a corporate environment by sharing "real life" success stories and failures. He has shared his dynamic and energetic voice with California State University, Chico, Los Medanos College, San Jose State University, and Stanford Graduate School of Business.

He has also spoken globally at conferences 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.

Roderick tailors his message to fit your audience and what your organization is all about. When your event is over, the attendees will leave informed, engaged, and excited to make the changes required to win in their personal and professional lives.

## BOOK RODERICK TO SPEAK!



Roderick Jefferson



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@thevoiceofrod



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## SPEAKING TOPICS

### Driving Success By Owning & Managing Your Digital Footprint

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.

### Building The Blueprint To Success

Participants will learn proven strategies for navigating into the workforce culture through provocative leadership strategies and powerful personal stories.

### Working with the Millennial Mindset

The number of Millennials entering the workforce is continuing to grow annually. Their new thoughts, ideas, values, and approach to work is driving a significant change in Corporate America. Learn how to navigate the "next normal" in today's working environment.

## CLIENT TESTIMONIALS

“Sharing his "Blueprint For Success as part of our university leadership series, Roderick inspired over 400 students with his personal stories, advice & experience”  
- Jennifer Halford (Program Director)

“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



LOS MEDANOS  
COLLEGE

STANFORD  
BUSINESS  
GRADUATE  
SCHOOL



CISCO



Uber

B2B MARKETING  
EXCHANGE

MindTickle!

Zoom



SEISMIC

SiriusDecisions

SALES 3.0  
CONFERENCE