

EMPOWERING TEAMS TO ACCELERATE SUCCESS!



Roderick Jefferson SPEAKER | AUTHOR | CONSULTANT

Roderick Jefferson is an internationally recognized, keynote and motivational speaker. Having given keynote presentations nationally and in 13 countries globally, he understands the power of sharing real-life strategies that work.

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 the ATD International Conference & Expo, B2BMX Conference, Cisco, Black College Expo, Collibra, CRO Connect Roundtable, Flagstar Bank, LinkedIn, MindTickle, Oracle, Revasum, Sales 3.0 Conference, Sales Assembly Conference, Sales Enablement Collective, Sales Enablement PRO, Salesforce (Dreamforce), SAP, Showpad, SMASH Conference, The 100 Black Men of the Bay Area Career Expo, Uber, Veritas, 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 credibility and business acumen to set the right tone for your conference. His compelling keynote speeches can



Speaker Bio



Ready to Hire Roderick as your Keynote Speaker?

Here are some tools that you can use to create the best experience for your attendees.



Event Professionals

Speaker Reels

- [Speaker Highlight Reel](#)
- [Speaker Shorts](#)

Speaker Assets

- [Speaker One Sheet](#)
- [Speaker Bio](#)
- [Speaker Intro](#)
- [Headshots](#)
- [AV Rider](#)



Sales & Marketing Topics

Converting Prospects Into Customers

Enablement practitioners are not sales scribes, not sales support & not sales doormats. We are sales partners that impact & influence revenue with our processes, programs, platforms, and metrics! 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 & 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 GTM revenue teams.



Motivational Topics

Stroke To Success (How My Rise To Success Almost Killed Me)

Based upon the survival of a fatal stroke. Life is unpredictable, filled with unexpected twists and turns. However, it's not the adversity itself but how we respond to it that defines us. This conversation will help you embrace challenges as opportunities for growth and learning rather than obstacles to overcome. No matter the odds stacked against you, never underestimate the power of belief in yourself and your abilities. Trust in your potential to overcome any challenge and achieve your goals.

Culture Is What Happens When No One Is Watching

With rapidly shifting demographics, continued globalization, and increased reliance on partnering, organizations must embrace cultural alignment and change management not only as a means to enhance business performance but also as an enabler of innovation and collaboration. This talk includes provocative leadership strategies and powerful personal stories to help your group connect the dots between individual accountability and organizational change.



Speaking Topics (Colleges & Universities)

Driving Success By Owning & Managing Your Digital Footprint

In today's digital age, your online presence can significantly influence your personal and professional success. This engaging session will explore social media's dual-edged sword, highlighting its positive and negative impacts. We'll discuss what companies look for when recruiting and how your digital footprint plays a crucial role. Students will learn strategies to leverage and maximize multiple social media platforms to enhance their personal brand and professional opportunities. Finally, we'll compare social media usage with effective branding techniques, ensuring you leave with actionable insights to manage your online identity effectively

Integrating into the Workforce Across All Disciplines

This is an insightful session on successfully transitioning from academia to the professional world. We'll explore essential networking tools and techniques that can open doors across various industries. Discover the difference between mentors and sponsors, and how each can play a pivotal role in your career development. Additionally, learn effective strategies for connecting with hiring managers to make a lasting impression. This session will equip students with the knowledge and skills to navigate the workforce confidently, regardless of their discipline.



Speaking Topics (Virtual Solutions)

Virtual Keynotes and Presentations

Now, more than ever, your people need a new rhythm as they navigate their careers in a rapidly changing workplace. What do you do when a vital message and experience is needed, but “getting together” physically isn’t possible?

Roderick’s virtual keynotes are well-produced, elevated events surpassing familiar virtual meetings. Your people will be engaged and feel personally connected to the learning experience.

Roderick tailors every presentation to link your organization’s goals successfully with the tools, direction, and drive to achieve more.



Speaking Engagements (13) Countries & (18) States

Keynote Speaking

- **2024:** Enableverse (Virtual Event)
- **2024:** AI Sales Summit (Virtual Event)
- **2023:** CRO Connected Roundtable
- **2023:** Sales Enablement Summit
- **2023:** Sales 3.0 Conference (Virtual)
- **2023:** B2B Sales & Marketing Exchange
- **2023:** CRO Summit (Sales 3.0)
- **2022:** Sales 3.0 Conference (Virtual)
- **2022:** atd Sell
- **2021:** Nextplay Hybrid Event (SF)
- **2021:** Sales Enablement Society (Africa)
- **2021:** lance 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

Podcasts

- **2023:** Making Sales Social Podcast
- **2023:** The Surf & Sand Podcast
- **2023:** The Sales Hunter Podcast
- **2023:** The Winning Zone Podcast
- **2023:** Emerge On Purpose Podcast
- **2023:** Enablement Evolved Podcast
- **2023:** From Fear to Fire Podcast
- **2023:** RevEngine Podcast
- **2023:** The Sales Transformation Podcast
- **2023:** The Sales Consultant Podcast
- **2023:** Sales Expert Podcast
- **2023:** The Rising Leader Podcast
- **2022:** The Learning Culture Podcast
- **2022:** The Sales Enablement PRO Podcast
- **2022:** The Bookability Podcast
- **2022:** Sales IQ Podcast
- **2022:** The Sales Enablement Podcast
- **2021:** 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

Domain Expertise Panels

- **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)

Partial Client List



Client Testimonials

Client Testimonial

"Roderick's presentation is insightful and engaging. His passion is contagious, and I deeply appreciate his approach to enablement focusing on the holistic journey rather than process!"



- Amy Kobata (Account Executive)



Client Testimonial

"Roderick's was the top-ranked conference speaker according to our attendees!"



- Elina Jutejlyte (International Event Manager)



Client Testimonial

"Roderick is a terrific keynote speaker. He gets standing ovations for two reasons, first, he delivers great content, second, he speaks from the heart. He's spoken at our Sales 3.0 conferences many times and he always gets top ratings drive results for your organization!"



- Gerhard Gschwandtner (Founder & CEO)



Client Testimonial

"Roderick is an effective and inspirational professional speaker. inspired and encouraged over 400 students with his personal anecdotes, advice, and experience!"



- Jennifer Halford (Program Director)



Client Testimonial

"Roderick's 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!"



- Lori Bush (Conference Manager)



Client Testimonial

"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 (Event Producer)



Client Testimonials

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Client Testimonial

"Roderick is a terrific keynote speaker. He gets standing ovations for two reasons: first, he delivers great content, second, he speaks from the heart. I highly recommend him for sales kickoff meetings. He's spoken at our Sales 3.0 conferences many times and always gets top ratings!"

★★★★★

- Gerhard Gschwandtner (CEO & Founder)

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Client Testimonial

"Roderick Jefferson & Associates delivered a brand new GTM transformation program and department in 180 days, fundamentally changing how we went to Market!"

★★★★★

- Scott McNabb (VP, Enterprise Sales)

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Client Testimonial

"Roderick's impact on my organization was immediate. Moving the needle in metrics that mattered to me!"

★★★★★

- Terrance Riley (Sales Leader)

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Client Testimonial

"Roderick is a master of professional speaking. He is extremely motivational, and his training and enablement content is some of the best. He is able to connect at a professional and personal level with his audience!"

★★★★★

- Eric Tinker (VP, Global Renewals)

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Client Testimonial

"I have attended countless courses over the years, but nothing prepared me as well for selling a value proposition than the course designed by Roderick!"

★★★★★

- Vaughn Woods (Regional Sales VP)

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Client Testimonial

"We were truly blessed to have Roderick as our keynote speaker. His speech and presentation were moving uplifting, & inspirational!"

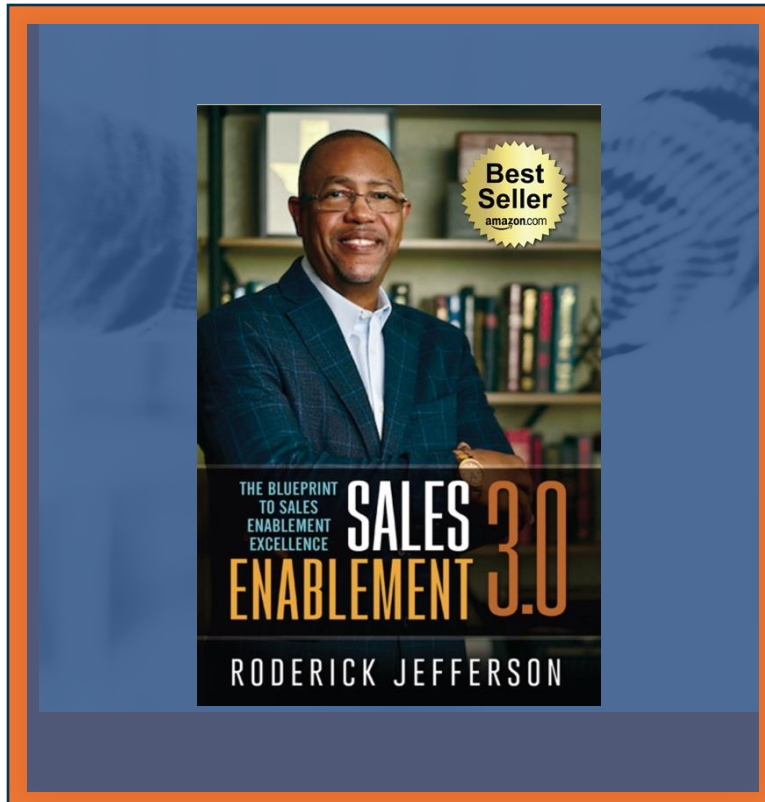
★★★★★

- Kiwoba Allaire (CEO & Founder)

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Amazon #1 New Release & 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 Stay Connected



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

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