

EMPOWERING TEAMS TO ACCELERATE SUCCESS!





Meet Roderick

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SPEAKER | AUTHOR | CONSULTANT

Roderick Jefferson is an internationally recognized keynote and motivational speaker. Having given keynote presentations nationally and in 14 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, Sale 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 the author of the Amazon #1 New Release and Best-Selling 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 set the tone at the start of a conference or bring it to a close with a bang!



KEYNOTE TOPICS



Inspirational Topic

Stroke of Success™ (How My Rise to Success Almost Killed Me)

Takeaways: In this program, you'll learn...

- Unlock personal potential by embracing persistence.
- Turn setbacks into growth.
- Build resilience to overcome challenges.
- Achieve goals with unwavering determination.

Ideal Audiences: Corporate teams, leadership conferences, and associations.

Value: Based upon the survival of a fatal stroke. Roderick shares how persistence unlocks potential, enabling us to push through setbacks, learn from failures, and achieve our goals. With unwavering determination, challenges become stepping stones to success and the fulfillment of our aspirations.



Sales & Marketing Topic

Leveraging AI to Drive Productivity & Increased Revenue

- **Takeaways:** In this program, you'll learn...
- Scale leadership with empathy and data-driven insights.
- Use AI to inform decisions without replacing human context.
- Combine AI with human creativity for innovation.
- Enhance engagement with authentic, human-centered interactions.

Ideal Audiences: Business leaders, sales and marketing teams.

Value: Leading with empathy, humanity, and data has never been more crucial than it is today. In this talk, I'll share the importance of leveraging Artificial Intelligence (AI) and available data without relying on it as a crutch. AI may provide content, but it cannot provide context. Let's explore how we can strike a balance!



Sales & Marketing Topic

Converting Prospects Into Customers

Takeaways: In this program, you'll learn...

- Accelerate revenue growth by streamlining the buyer's journey.
- Deploy consistent execution across GTM revenue teams.
- Measure sales effectiveness with clear metrics.
- Drive stronger alignment between sales and marketing.

Ideal Audience: Sales teams, corporate conferences, and associations.

Value: This conversation will help you break down the complexity of the buying & selling process through scalable, repeatable, and measurable practices that lead to accel. Creating a systematic approach to the buyer's journey can help drive consistent execution across GTM revenue teams..



Sales & Marketing Topic

Culture Is What Happens When No One Is Watching

Takeaways: In this program, you'll learn...

- Improve business performance through cultural alignment and adaptability.
- Enhance innovation by fostering a collaborative, inclusive environment.
- Build stronger partnerships driven by cultural synergy.
- Expand global competitiveness by embracing diversity and global trends.
- Drive effective change management to support continuous growth.

Ideal Audiences: Leadership teams, corporate conferences, and associations.

Value: 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.



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 (14) Countries & (18) States

Keynote Speaking

- **2025:** Friday Meeting (Virtual Event)
- **2025:** AI Sales Summit (Virtual Event)
- **2025:** AI Sales Summit (Virtual Event)
- **2025:** B2B Marketing Exchange
- **2024:** Enableverse (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

Books

- **2022:** Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence

eBooks

- **2024:** Onboarding & Everboarding (Hive Perform)
- **2024:** Harnessing Collective Intelligence (Hive Perform)
- **2024:** Supercharge Your Sales Teams with AI (Hive Perform)

Podcasts

- **2025:** Doing Business with A Servant's Heart
- **2025:** Keep Leading Podcast
- **2025:** Telling It Like It Is Podcast
- **2024:** #RevOps Unboxed Podcast
- **2024:** Becoming Preferred Podcast
- **2024:** Grow Your Business Podcast
- **2024:** Business Leaders of America Podcast
- **2024:** Impact & Ideas
- **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

Podcasts

- **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



Speaking Engagements (14) Countries & (18) States

Keynote Speaking

- **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

- **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

- **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



WORKSHOPS



Workshops

AI & Tech's Impact | B2B Marketing Sales & Marketing Alignment | Strategy Planning

Workshop Topics

- ✓ Transitioning from Managers to Leaders
- ✓ The Art & Science of Effective Negotiations
- ✓ Mastering Contract Negotiations
- ✓ The Invisible Culture – Aligning Action with Intentions
- ✓ The Value of Running Effective Meetings
- ✓ The Art & Science of Pre-Call Planning
- ✓ Sales Enablement 3.0: Building the Blueprint to Success



Partial Client List (Corporate)



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 Juteyliyte (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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Roderick's Bestselling Books

Sales Enablement 3.0 Is Both an Art and a Science!

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

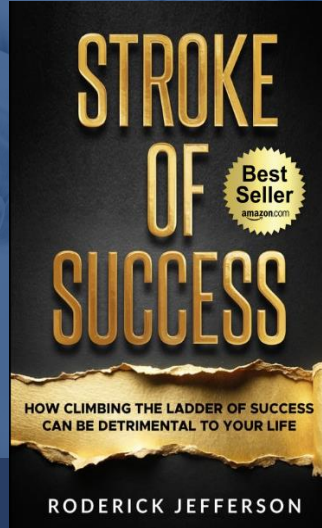
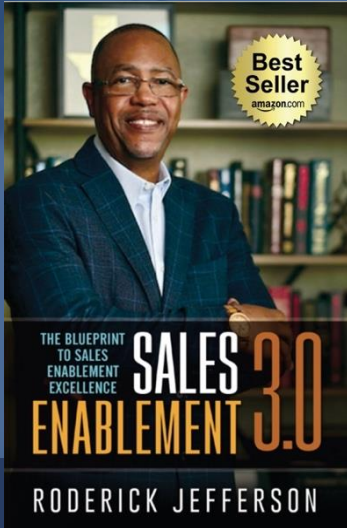
At its core, Sales Enablement 3.0 is an innovative approach focused on increasing sales productivity through a systematic, personalized, and collaborative framework designed to support buyers and fuel the conversation economy!

These books will provide you with a blueprint to help you navigate the twists and turns that will ultimately lead you to design, deploy, measure, and iterate on a world-class sales enablement organization.

Imagine surviving a stroke in your sleep, giving you only a 2% chance of survival, and waking up with a mission to redefine success, recovery, and resilience!

Stroke of Success™ is more than a memoir; it's a roadmap to rethinking ambition. Roderick Jefferson, corporate executive, founder, and global keynote speaker, built a life that epitomized success until a near-fatal stroke forced him to confront the hidden costs of relentless ambition.

This deeply personal account traces his climb up the corporate ladder and his journey back from adversity, blending lessons of resilience, recovery, and purpose. This is more than a story. It's a personal success accelerator!



SCAN ME

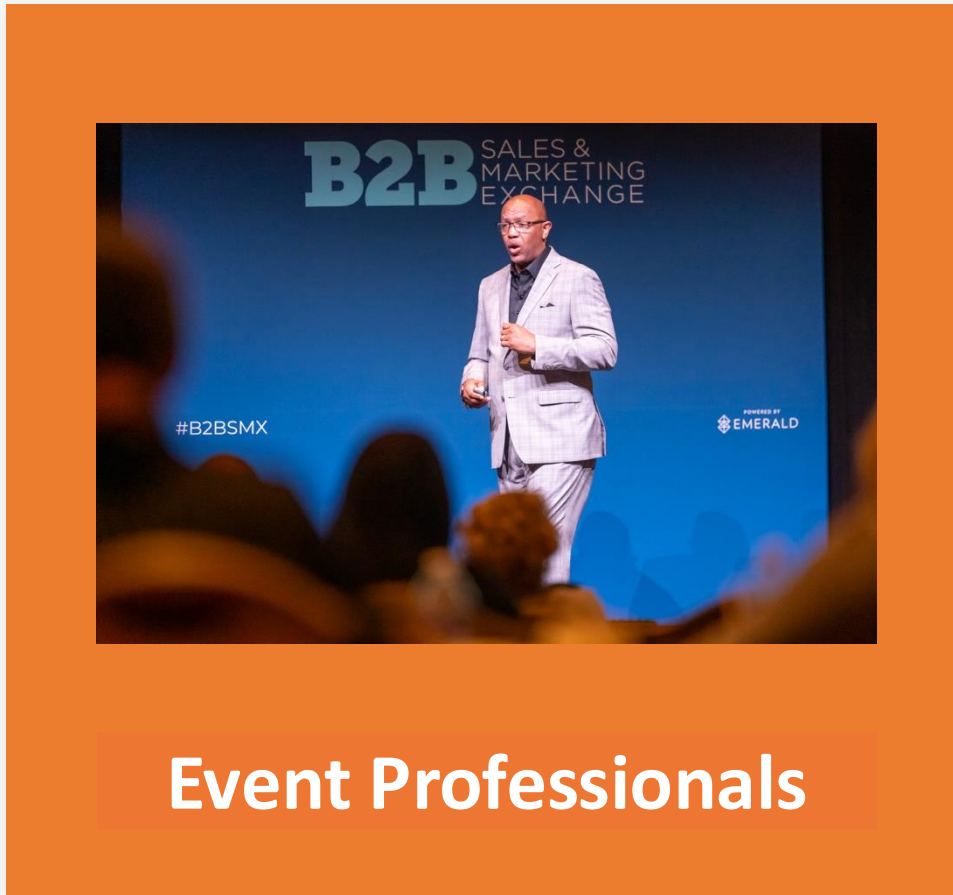


SCAN ME



Ready to Hire Roderick as your Keynote Speaker?

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



Speaker Reels

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

Speaker Assets

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



Let's Stay Connected



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

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LEARN ANYWHERE | ACHIEVE EVERYWHERE

