

KAYVON KAY

REVENUE ARCHITECT FOUNDER, SALESFIT.AI, KEYNOTE SPEAKER

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Forbes | Inc. | Fast Company



Entrepreneur

CEC WEEKLY

The New York Times

BUSINESS INSIDER

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GOOD MORNING LALALAND

THE ARCHITECTURE OF REVENUE

Give your audience the competitive edge that \$375M in revenue and 1.4 million data points exposed.

\$375M+

REVENUE GENERATED

15,000+

SALES ASSESSMENTS

1.4M

DATA POINTS

101

SALES TEAMS ACROSS 101 COUNTRIES

Give your audience the competitive edge that \$375M in revenue and 1.4 million data points exposed.



Why sales teams actually fail

The hiring problem no one sees

Most sales teams don't have a training problem. They have a fit problem. After 15,000 assessments and 1.4 million data points, the pattern is undeniable: personality profiles don't predict closing ability. Competitive wiring does. Kayvon unpacks the specific traits that separate closers from everyone else and why the tools most companies rely on are measuring the wrong thing.



Finding the \$250K-\$1M hidden in every business

The revenue you're leaving on the table

Every business has \$250K to \$1M sitting in its existing pipeline, team, or process that is being lost to the wrong people in the wrong seats. Kayvon shows your audience exactly where revenue leaks - from miscast reps and promoted-into-failure managers to offer architecture that caps growth. Then he walks through the system that finds it and captures it, repeatedly, without depending on one or two exceptional performers to carry the number.



The system behind 101 sales teams and 93.7% hiring efficacy

Building teams that close without you in the room

Kayvon built 101 sales teams from scratch across 101 countries. Not recruited — built. Hiring systems, onboarding frameworks, compensation structures, performance benchmarks. The full infrastructure that makes revenue predictable instead of dependent on whoever interviewed well that month. Your audience will walk away understanding why most sales orgs break at scale - and the specific architecture that prevents it.

YOUR AUDIENCE WILL LEAVE KNOWING EXACTLY WHERE REVENUE BREAKS AND HOW TO FIX IT.

- Why personality assessments fail to predict sales performance
- The competitive wiring framework behind 93.7% hiring efficacy
- How to identify the \$250K-\$1M hidden in any sales pipeline
- Why promoting your best closer destroys two roles at once
- The 4 rep archetypes and 5 manager archetypes that drive team composition
- How to build a revenue engine that performs without founder dependency
- The Deal Killer behaviors that sink teams regardless of talent
- What 1.4 million data points reveal about who will actually close

Today, we have with us Kayvon Kay Revenue Architect, founder of SalesFit.ai, and the person behind the largest individual practitioner dataset in sales hiring ever assembled.

Over 20 years, Kayvon Kay built 101 sales teams from the ground up across 101 countries, personally trained over 30,000 sales reps, and generated \$375 million in revenue for his clients. He conducted over 15,000 individual sales assessments - not delegated, not automated - collecting 1.4 million data points that revealed what the entire assessment industry was getting wrong: personality profiles don't predict closing ability. Competitive wiring does.

That discovery became SalesFit.ai — a Sales Team Intelligence Platform with 93.7% hiring efficacy that is now available to any sales leader who is tired of finding out the hard way. His international bestseller Pitch Me hit #1 in Sales & Selling Techniques on Amazon, and his podcast The Vault Unlocked reached #1 in Marketing on Apple Podcasts. Welcome, Kayvon.



"He cracked it. Kayvon mastered that one thing that separates great sales people from legendary ones. Hands down."

– Garrett White



Kayvon showed me the power I have to connect on another level. I can't overstate how important this is for people.

– Tatiana Londono

Kayvon Kay is a Revenue Architect — the person businesses bring in when revenue has capped and the next level won't come from trying harder. After \$375M+ in generated revenue, 15,000+ individual sales assessments, and 1.4 million data points collected across 101 countries, he doesn't guess where the problem is. He recognizes the pattern that changes the numbers. His keynotes give audiences the same diagnostic clarity that built 101 sales teams and produced a hiring pipeline with 93.7% efficacy.

Kayvon started as the #1 sales rep at the world's largest pharmaceutical company and went on to found The Sales Connection, building 101 sales teams, training 30,000+ reps, and producing over 200,000 booked calls. He reverse-engineered the sales assessment industry's most trusted tools, identified exactly where they failed, and built a proprietary system that measures what actually matters: competitive wiring — the drive, resilience, and economic engine that predict whether someone will close. That system is now SalesFit.ai.



30,000+ reps trained



101+ countries



93.7% hiring efficacy



200,000+ calls booked



\$375M+ revenue generated



1.4M+ data points collected



**GIVE YOUR AUDIENCE
THE DATA AND THE
FRAMEWORKS BEHIND
\$375M IN REVENUE AND
101 SALES TEAMS.**



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