

Introducing

RODERICK JEFFERSON

KEYNOTE & TRANSFORMATIONAL SPEAKER

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MGMT



ABOUT RODERICK

Roderick Jefferson is an internationally recognized keynote and transformational speaker. Having given keynote presentations nationally and in 14 countries globally, he understands the power of sharing real-life strategies that work.

Roderick frequently presents at industry events and is the author of the Amazon #1 new release and bestselling books, "Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence™," the "Sales Enablement 3.0 Workbook™," and "Stroke of Success™." He is also a founding member of the Sales Enablement Society. Roderick has served on several Advisory Boards, including Autobound, Capella University, DemandFarm, Koridor, Leadoff.ai, National Speakers Association (NorCal), Sales for the Culture, Sellation Inc., and Walli Hr.

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!

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

A man with glasses and a grey suit is speaking. He has a red heart pin on his lapel. The background is dark with a subtle pattern.

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

Jennifer Halford
Regional Director, CSU Chico

RODERICK JEFFERSON

Speaking Topics

Leveraging AI To Increase Revenue

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!

How To Convert Prospects Into Customers

This conversation will help you simplify the buying and 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.

RODERICK JEFFERSON

Speaking Topics

Stroke of Success:

How My Rise To Success Almost Killed Me

Based on 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 fulfilling our aspirations.

SEE HIM IN ACTION

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Enablement As the Orchestra Conductor

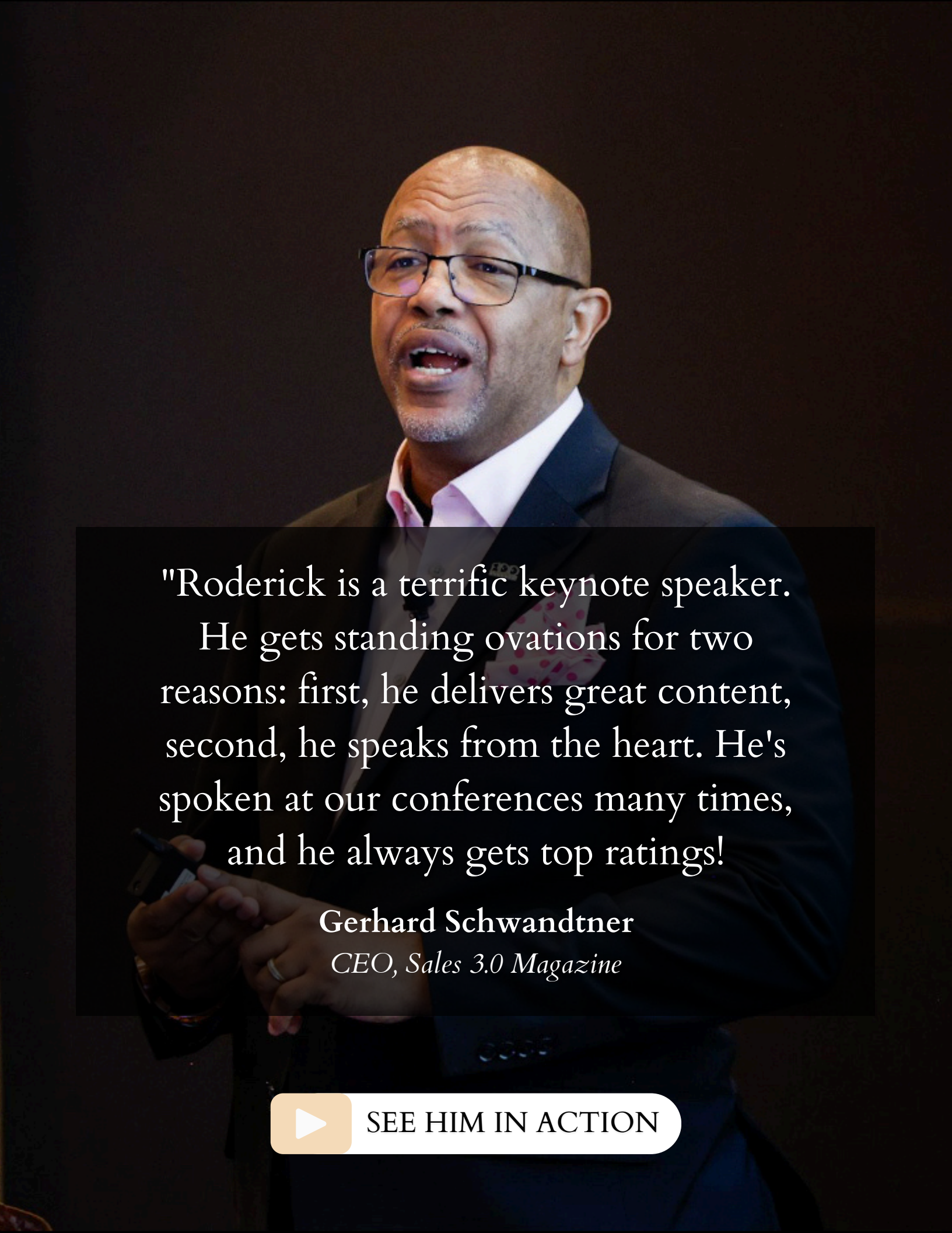
In this talk, I discuss how the value of enablement is like conducting an orchestra. Embracing enablement fosters collaboration, innovation, success, and increased revenue across the board

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 to enhance business performance but also as enablers of innovation and collaboration.

Killing the Way We've Always Done It

In this talk, I'll share how to reimagine your approach where People, Processes, Programs, Platforms, and Purpose converge for a dynamic strategy that will propel your sales team to unprecedented success! 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.

A man with glasses and a mustache, wearing a dark suit and a pink shirt, is speaking at a conference. He is holding a microphone in his right hand. The background is dark and out of focus.

"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 conferences many times, and he always gets top ratings!

Gerhard Schwandtner
CEO, Sales 3.0 Magazine



SEE HIM IN ACTION

READY TO BOLDLY MAKE A MARK ON YOUR EVENT?

Inkwell MGMT is here to collaborate with you to bring Roderick Jefferson's energy and expertise to your next event. Whether you're looking to inspire, motivate, or educate your audience, Roderick Jefferson is ready to deliver a transformative experience.

Let's make it happen! Connect with Stevie Johns at Inkwell MGMT today, and together, what we create will be unforgettable.

HELLO@INKWELL-MGMT.COM

WWW.INKWELL-MGMT.COM

