

# JAMES RORES

Innovative Sales Transformation Expert | Speaker | Author  
Founder, CEO of Floriss Group



**With a refreshingly frank and honest perspective, James uses a combination of unconventional insights, humor, research and storytelling to create practical and memorable experiences for his audiences.**

James is a veteran builder of growth companies, who came of age in a fourth-generation family business. Setting out on his own in 1991, he would serve as a founder, sales leader or top producer for multiple companies, participating in three public events and several successful exits. James was especially attracted to the challenge of selling new products and breaking new markets for growth-stage and venture-backed companies. During this time, he developed a unique, customer-centric sales methodology that allowed him to consistently sell products and services his customers had never heard of, to solve problems they didn't know they had.

In 2005, responding to a sudden and profound wake-up call, James made a discovery he believed every growth-oriented business leader had to experience. One that would take his methodology to the next level and allow him to share what he had learned with sales and customer-facing teams around the world.

Today, this methodology is captured within Floriss' New Growth Curve and delivered by its Sales Leadership Academy, Collecting WINS™ Platform and Always-On Recruiting Engine.

**World class sales forces aren't born, they're built.**

*"My light hearted nickname for James is "Yoda" ... His creative strategies are respectful to individual selling styles and net desired outcomes."*

*- G. Vadyak*

After more than 10,000 working sessions with CEOs and sales leaders from more than one hundred industries, James and his team identified three stages of unlocking predictable revenue growth — LEAD, LEVERAGE and LIFT.

STAGE ONE: LEAD delivers a powerful sales operating structure to create a lasting foundation for predictable, repeatable revenue growth.

STAGE TWO: LEVERAGE activates a unifying team development plan to continually align people, roles and goals for higher performance. STAGE THREE: LIFT expands the power of your team with an 'always-on' talent optimization plan to deliver a sustainable growth culture.

*"James completely shifted the way we viewed growth for our company. His lessons were much further reaching than just how to grow sales, but rather WHY growth is important and how to develop a culture to sustain it." - J. Mendel*



## POPULAR TOPICS

- Create a 100% predictable Growth Curve for your sales force, stress-tested specifically for your company.
- Change the game for your sales force and turn your toughest sales challenges into predictable patterns of success.
- Build a bench of top sales performers with a candidate pipeline that puts the right people in the right roles at the right time.
- Everyone has something to sell. Teach your sales and customer-facing teams to practice sales as a leadership competency.
- Leverage Account Based Selling to predictably tune-up or turnaround your sales organization.
- Break down silos separating sales and marketing teams to improve go-to-market and customer experience (CX) strategies.
- Apply Design Thinking to help research and development teams sell corporate innovation to internal stakeholders.

## SAMPLE AUDIENCES

- SightShift Certified Coaches
- Innovation Tech Summit
- Inside Sales Assn. (AA-ISP)
- Business First Speaker Series
- Rev1 Ventures Workshop Series
- American Negotiation Institute
- Corporate Sales Kickoffs
- Corporate Lunch & Learns
- Industry Trade Shows
- Professional Associations
- 200+ Business Radio Interviews