

JAMES RORES

Servant Leader | Revenue Growth Partner | Startup Accelerator | Turnaround Specialist | Developing the next generation of elite leaders.



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.

Introduction: James is a leadership and revenue development expert who works with ambitious executives to create 'values-based' growth cultures that accelerate revenue and multiply enterprise value. With roots in a fourth-generation family business James has achieved multiple exits as a co-founder, investor, enterprise sales executive, and revenue team leader. Currently, as the founder of Floriss Group and partner at SightShift, James is most passionate about developing the leaders, people, and systems required to help growth-stage companies reach and redefine their potential.

Background: For more than 30 years, James has worked alongside first-time and seasoned leaders to build reliable, high-performance revenue teams capable of penetrating new markets, and accelerating revenue and margin growth. James spent the first 15 years of his career serving as a co-founder, executive, and award-winning sales leader for multiple companies, participating in five exits including two IPOs.

During this time, James was especially attracted to the challenge of building competitive revenue teams within scale-up and growth stage companies. This focus fostered the development of his **WINS™ Model**, a unique customer-centric approach to leading buying conversations at each stage of the revenue cycle. In 2005, due to a sudden and profound *wake-up call*, James applied the natural growth principles of servant leadership to his model, which helped him formalize his original **Growth Multiplier Mindset** framework.

Today, armed with the data of more than 10,000 working sessions and the experience of working with more than 6,500 CEOs and revenue leaders, James shares what he has learned with sales and customer-facing teams around the world.

Mark Palmer, Managing Partner at Hire

Direction "James goes above and beyond as a partner and trusted adviser; delivering hands-on value — always exceeding expectations."

Michael Coupe, Co-Founder and COO at Nerdwise

"James delivers tremendous insights and value. Every conversation leads into an opportunity to get better. The integrity behind his questions and guidance is unmatched."

Michael Lang, CEO, SG Partners "James is the real deal. He is passionate about developing people. His skills, experiences, methodologies and strategies are second to none."

Randy Smith, CFO at NC4, Inc. "Floriss Group delivered effective methodologies and tools to help us achieve sustainable growth. As a CFO, I now have the line of sight to measure results."

Scott Rhyan, VP/GM Rolta Advizex "James' results were outstanding, measured by revenue, employee engagement, opportunity growth and record earnings."

Alison Lopriore, Director at Rev1 Ventures

"We are so thankful to have James as a resource. His engagement with our entrepreneurs is exceptional."

Phil George, Co-Founder and CEO at MentorcliQ

"James helped our sales team learn to ask the right people the right questions at the right time, which led to 150% sales growth for our company in just 6 months."

Chris McAlister, CEO at SightShift "I've studied and applied sales methodologies for years. James allowed me to finally remove all roadblocks to practicing sales as a leadership competency."



POPULAR TOPICS

- **Closing the Deal:** Why only 8% of all salespeople are qualified to win at sales — and how to join them.
- **Practicing Sales as a Leadership Competency:** Unlock the natural growth principles of servant leadership.
- **Predictable Growth:** Applying the secrets of pipeline velocity to accelerate sales flow.
- **Knocking Down Siloes:** How to permanently align sales, marketing, and customer success.
- **Protect Your Margins:** How to avoid price objections and costly negotiations.
- **Lead A Sales Transformation:** How to 3X Year-Over-Year Growth Rates without expanding your sales force.
- **Convert More Deals:** How to reach decision-makers and other buyers who operate above the power line.
- **Eliminate the Competition:** How to recognize the habits that place sales and marketing teams at a disadvantage.
- **Mastering the Role of Chief Revenue Officer:** The playbook for hiring/developing the right revenue leader for your business.

SAMPLE AUDIENCES

- Annual / Quarterly Sales Kick-offs
- Conference & Panel Discussions
- Podcast & Radio Interviews
- CEO Mastermind / Peer Groups
- CRM & Sales Tech User Groups
- Multiple Non-Profit Board and Development Team Sessions