

Ronnell Richards

Say Less & Sell More.

Sales educator, keynote speaker, and author. 20+ years turning relationships into revenue.

**20+**

YEARS IN SALES

\$100M+PARTNER REVENUE
BUILT**200K+**

STUDENTS TAUGHT

300+PODCAST, TV &
STREAM**Author**SHUT THE HELL UP &
SELL

Ronnell Richards has spent 20+ years in sales and helped build four technology sales organizations that generated more than \$100M in partner revenue. He is the author of *Shut The Hell Up & Sell*, a top LinkedIn Learning sales instructor with 154K+ students, and the founder of SayLess Academy and Legacy TSD. He teaches practical selling built on relationships, listening, and follow-through. No hype. Real execution. He speaks from the stage he actually built.

SIGNATURE TALKS & TRAINING

01 Say Less & Sell More

Why the best sellers talk less, listen harder, and close more.

02 Relationship-Centric Selling

Building trust-based pipelines that outlast any single deal.

03 Winning in the Technology Channel

Sales strategy for TSDs, MSPs, VARs, and suppliers.

04 Shut The Hell Up & Sell

The mindset and mechanics of practical, no-hype selling.

WHAT AUDIENCES WALK AWAY WITH

- / A relationship-first sales framework they can use Monday morning.
- / Straight talk on discovery, listening, and follow-through, not motivational fluff.
- / Practical plays for building pipeline and closing without pressure tactics.

AUDIENCES & FORMATS

Audiences. Sales teams, channel and technology organizations, entrepreneurs, association and conference audiences.

Formats. Keynotes, breakouts, half- and full-day workshops, team training, fireside chats.

Also available. Corporate sales training and enablement through SayLess Academy. Cohorts and content licensing.

"Ronnell's webinar trainings consistently doubled our turnout. One AI-focused session alone drove 4 qualified sales opportunities and clear, measurable ROI."

JOLYNN HAUSER, GRADIENT CYBER

TRUSTED BY Comcast Business · Telarus · Nextiva · T-Mobile · Microsoft · WeWork · LinkedIn. Course creator for Meta and Google.

FEATURED IN LinkedIn Learning · Inc. · Forbes · Channel Futures · Channel Partners · IT Expo · MSP Summit · Informa Tech · National Sales Network. Named a Top Channel Influencer and Technology Advisor by Channel Futures. Amazon Best Seller: *Shut The Hell Up & Sell*.

"Ronnell and the team are not only fantastic partners, they're top-tier individuals. Each event has exceeded expectations and led to actual pipeline. They're the real deal."

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Book Ronnell to Speak.

ronnellrichards.com linkedin.com/in/ronnellrichards

booking@ronnellrichards.com

SCHEDULE A DISCOVERY CALL

calendly.com/ronnellrichards/discovery-meeting