Ray Higdon Bio

Ray Higdon is one of the most in-demand sales trainers in the world — a bestselling author, high-energy keynote speaker, and CEO of the Higdon Group, named one of Inc. 5000's fastest-growing companies in America and recognized by IAOTP as the #1 Sales Coach in the World.

But Ray's credibility doesn't come from a title. It comes from living the journey.

In 2008, Ray lost everything. The real estate market collapsed, taking with it his properties, his cash, and his confidence. He was $1 million in debt, his home was in foreclosure, and he was sleeping on a friend's couch. Most people would have quit. Ray chose to rebuild — and the framework he forged in that season became the foundation for everything he teaches today.

Starting from zero, Ray went on to become the #1 income earner in his company — generating over $40,000 in a single month within his first year. He then transitioned his focus entirely to training and coaching, building the Higdon Group into a multimillion-dollar company that has helped sales teams across dozens of industries generate over 300,000 new customers and 70,000+ new sales representatives since 2017.

At the center of Ray's work is his proven **4P Method** — Pipeline, Posture, Position, and Perspective. This framework exposes the gaps in any sales process, works across any product, service, or industry, and gives sales professionals and teams a repeatable system for closing with confidence — without pressure, manipulation, or burnout.

Ray's impact extends far beyond the stage. His podcast, *Home Business Profits*, has surpassed 10 million downloads. His books — including *Time, Money, Freedom* (Hay House) and *Faith Driven Wealth* (foreword by John C. Maxwell) — have reached readers in dozens of countries. He has spoken on stages alongside Tony Robbins, John C. Maxwell, Les Brown, Robert Kiyosaki, Bob Proctor, Gary Vaynerchuk, Grant Cardone, Magic Johnson, and Brendon Burchard, among many others. Event organizers regularly note that Ray never delivers the same content twice — every presentation is custom-built for the audience in the room.

Whether speaking to a team of five or a convention of five thousand, Ray's message is the same: sales doesn't have to feel forced, leading a team doesn't have to feel heavy, and the best closers in the world aren't the most aggressive — they're the most postured.

Ray lives in Naples, Florida with his wife Jessica and their four children.