Ray Higdon Intro

Ray Higdon is a bestselling author, in-demand keynote speaker, and CEO of the Higdon Group — an Inc. 5000 company recognized by IAOTP as the #1 Sales Coach in the World.

After losing everything in the 2008 real estate crash — $1 million in debt and facing personal foreclosure — Ray built one of the most recognized sales training companies in the world from the ground up. His signature framework, the 4P Method (Pipeline, Posture, Position, and Perspective), has helped sales teams across dozens of industries generate over 300,000 new customers and 70,000+ new team members since 2017.

Ray has shared the stage with Tony Robbins, John C. Maxwell, Les Brown, Robert Kiyosaki, Gary Vaynerchuk, Grant Cardone, and Magic Johnson. His podcast has surpassed 10 million downloads, and his books have become go-to resources for sales professionals worldwide.

When Ray speaks, audiences leave with a clear framework, a shifted mindset, and immediate action steps they can apply before they leave the room.