

**ALI** CEO + FOUNDER  
SALES EXPERT  
CONSULTANT  
KEYNOTE SPEAKER

**MIRZA**

Forbes

HUFFPOST

BUSINESS  
INSIDER

Entrepreneur

Inc.

**This guy ~~rocks~~.**

*Fucks*

Over his career, Ali has personally closed over \$450 million in sales for companies ranging from high-growth startups to multi-national corporations. His relentless drive for mastery led him to found Rose Garden Consulting in 2012, a firm dedicated to building, transforming, and scaling sales teams with unique revenue strategies.

Ali's venture into sales began at 18, when he took a summer job selling cars. Though his initial experience was far from idyllic (he quit after 3 weeks), his next experience—also unplanned—became a pivotal one. He took another summer job selling

insurance door-to-door. As it turns out, he was exceptionally good at it and, in the first few years, became the top-performing agent in annual premium sales nationwide. Following, he promptly assembled a team of 50 agents that rose to become the number 1 team in the country.

Ali has been featured in *Forbes*, *Business Insider*, *Inc.*, and *Entrepreneur Magazine* for his innovative approach to sales leadership and revenue generation. He has helped hundreds of companies streamline their sales strategies, with 17 earning spots on the *Inc. 500 Fastest Growing Companies* list and three successfully acquired. His expertise lies in transforming leaders and sales teams through unorthodox, results-driven methods rooted in psychological principles and human behavior analysis.

## TOPIC

## EXPERTISE

REVENUE GENERATION  
ACCOUNTABILITY + LEADERSHIP  
SALES + HUMAN BEHAVIOR  
TEAM BUILDING + PROCESS

(see page 2 for signature keynotes)

**“The status quo is  
failing leaders and  
killing our potential”**

*Ali Mirza*

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*"The most  
eye-opening  
business talk I've  
experienced."*

*Dan V*

# X Factor SPEAKER

**DISCLAIMER:** ALI'S PHILOSOPHIES AREN'T FOR EVERYONE. IT'S FOR THOSE WHO ARE READY TO DROP EXCUSES, CONFRONT THEIR BLIND SPOTS, EMBRACE ACCOUNTABILITY, AND TAKE ACTION. IF YOU, OR YOUR AUDIENCE, ARE READY TO STOP ARGUING AND START MAKING PROGRESS, READ ON.

## SIGNATURE

## KEYNOTES

### ➤ THE ALCHEMY OF SALES

If you still believe sales is about relying on data, answering questions, and providing value, you've already lost. Sales isn't a neat little equation. Sales is messy, unpredictable, and driven by human emotion. Because we live in a world where emotions decide and logic justifies.

In this bare-all keynote, Ali exposes the myths of conventional sales tactics, unveils why today's salespeople aren't delivering, and shows leaders how to get more from their sales teams. He doesn't just preach Behavioral Economic theory, Ali equips leaders with a true understanding of sales, what actually closes a deal, and actionable strategies for building a high-performance team.

### ➤➤ DEMAND EXCELLENCE

Spotting employee shortcomings is easy—the hard part is having the difficult conversation to achieve course correction. In this how-to guide for sculpting accountability, Ali lays out a direct, actionable talk-track for CEOs and leaders ready to eliminate excuses, drive accountability, and create a high-performance culture that delivers.

Accountability isn't instilled through micromanaging. It's about raising standards, setting clear expectations, and refusing to tolerate anything less than results. With his experience turning around struggling companies, Ali delivers a step-by-step guide to instilling a leadership-driven culture where high-performance isn't a goal, it's the standard.

### ➤➤➤ BURN THE PLAYBOOK

Everything we've been taught about leadership is wrong. We've been sold the illusion that leadership is gained from seniority or a higher payscale. But being a leader is not about the title, the praise, or the power. True leadership is an act, not a job.

In his most eye-opening keynote, Ali confronts the difference between acting like a leader and actually being one. Participants will be challenged to confront their habits, examine their motives, and stretch the limits of what they believe leadership requires. In his signature, no-bullshit style, Ali lays out what it takes to become the leader who can—and will—lead a team through adversity, uncertainty, and toward high-performance success.

BOOK ALI AND LEARN MORE AT [ALIMIRZA.COM](http://ALIMIRZA.COM)