



Terri Sjodin

Terri Sjodin, is the principal and founder of Sjodin Communications, a Public Speaking, Sales Training and Consulting Firm, based in Newport Beach, California.

She is one of America's most highly sought after female speakers and has trained and motivated thousands of people from all over the world. Her unique specialization is advancing the persuasive presentation skills of professionals. She is the author of the highly acclaimed book, "*NEW SALES SPEAK - The 9 Biggest Sales Presentation Mistakes and How To Avoid Them*" published by John Wiley & Sons, New York, which hit Amazon.com's Top 100 Best Seller List, the CEO-READ Top 25 annual best seller list, has been translated into multiple languages, and is now available in a revised and updated second edition. She is also co-author of "*Mentoring - A Success Guide for Mentors and Protégés*", co-written with Floyd Wickman, and published by McGraw-Hill.

Almost 20 years ago, Terri went into business for herself, building Sjodin Comm. in Orange County, CA from a spare room in her home. Today, Terri's clients include an impressive list of Fortune 500 companies, industry associations, and academic conferences. Her consulting practice has taken her from her house, to the US House of Representatives, where she was an opening keynote speaker for the US House of Representatives GOP Retreat addressing approximately 235 Congressmen and Women. This has led to additional invitations to present and coach leadership on "the Hill" including the House Republican Press Secretary Conference, the prestigious Heritage Foundation Resource Bank event, and an encore performance at the House GOP Retreat in 2008.

In June of 2007, Terri was named one of the top five "Women in Business" by the Orange County *Business Journal* at the distinguished WIB awards. This award is presented in recognition of exceptional professional accomplishments, including business success, contributions to industry, and the Orange County community.

Her signature keynote address currently airs as a pay per view program event for business travelers in over 1,000,000 hotel rooms nation-wide through Lodgenet and On-Command systems.

Beyond her success as an entrepreneur and author, Terri is a frequent guest on radio and television talk shows throughout the country appearing on *CNN*, *CNBC*, and many major network affiliates for *ABC*, *CBS*, *NBC*, *FOX*, cable and radio.

In August of 1999, Terri received the prestigious CSP (Certified Speaking Professional) designation. Less than 7% of the 5,000 speakers who belong to the International Federation for Professional Speakers hold this professional designation.



Terri graduated from San Diego State University with a Bachelors of Arts Degree in Speech Communication. Before forming her own company, Terri was a top sales producer with both The Achievement Group and Resource Dynamics.

Her combination of academic communication theory, field research, and practical "street sales" experience collected during thousands of coast-to-coast business presentations casts Terri in the leading role of advising today's professionals on becoming more polished, persuasive presenters and adapting to the changing marketplace.

Terri is a "high content" speaker - Her approach is fresh, real-world, and her style is sassy and practical. Each presentation is loaded with street-worthy ideas, methods, and tips that men and women can use immediately to get results. Many consider Terri to be today's sales professionals' speech coach.

Speech Topics

New Sales Speak

The 9 Biggest Sales Presentation Mistakes and How To Avoid Them

What are the 9 Biggest Sales Presentation Mistakes People Make and How Do You Avoid Them? In this "must-attend" session, Terri will show you how to build and deliver a more polished and effective sales presentation - one that is persuasive rather than just informative. The focus will be on developing verbal communication skills for greater impact with clients, including how to develop a more creative style and hot tips on visual aids, body language, closing and more. Terri will share ideas and tips from her latest book *New Sales Speak*.

The audience will gain an understanding of:

- The 9 biggest mistakes people make when presenting and how to avoid them
- How to make your presentations persuasive rather than just informative
- How to sell yourself through building and delivering a strong "case" for your message
- How to present more effectively, whether one-on-one or one-on one hundred
- How to develop and maintain credibility and a dynamic, memorable presentation style
- How to avoid "strange" body language and gesturing
- How to channel fear and anxiety to work for you vs. against you when public speaking and presenting
- How to craft an intriguing "3-minute elevator speech"

Mentoring - For Success

(This is a stand-alone breakout session or can follow the New Sales Speak keynote.)

In this program Terri will show you the powerful rewards and value of developing a personal mentoring program. This session includes a "how to" road map for success for both mentors and proteges which will cover The Proof, The Rules, The Laws, The Benefits and The Most Commonly Asked Questions about how to make it work!

Terri will share wonderful pearls of wisdom from her book *MENTORING* published by McGraw-Hill, co-written with Floyd Wickman.