

Terri Sjodin

Principal and founder of Sjodin Communications

Please contact a GDA agent for information.

Topics

- Business Growth / Strategy / Trends
- Communication
- Influence
- Innovation / Creativity
- Negotiation
- Sales

About Terri Sjodin

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 national bestselling book, *Small Message, Big Impact* (Penguin/Portfolio), which hit the New York Times Hardcover Advice & Misc. bestseller list, Wall Street Journal Hardcover Business bestseller list, and USA Today Money bestseller list.

She is also the author of the highly acclaimed book, *Scrappy: A Little Book About Choosing to Play Big* (Penguin Random House/Portfolio) which was just released in the Fall of 2016 and ***New Sales Speak – The 9 Biggest Sales Presentation Mistakes and How to Avoid Them*** (John Wiley & Sons).

Over 20+ years ago, Terri went into business for herself, building Sjodin Communications 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 has served as a keynote speaker and/or consultant for the US House of Representatives GOP Retreats addressing approximately 235 Congressmen and Women. This has led to additional invitations to present and coach leadership on The Hill on multiple occasions.

In July of 2012, Terri was inducted into the NSA *Speaker Hall of Fame*. Admission into the *CPAE Speaker Hall of Fame* is a lifetime award for speaking excellence and professionalism. Inductees are evaluated by their peers through a rigorous and demanding process. Each candidate must excel in seven categories: material, style, experience, delivery, image, professionalism and communication.

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.

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

In August of 1999, Terri received the prestigious CSP (Certified Speaking Professional) designation. Less than 12% of the 5,000 speakers who belong to the International Federation for Professional Speakers hold this professional designation.

Terri serves on the Orange County Board of Trustees for Olive Crest. *Olive Crest is dedicated to preventing child abuse, to treating and educating at-risk children and to preserving the family one life at a time.*

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 cast 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.



Select Keynotes

- **Small Message, Big Impact: The Elevator Speech Effect**

(This can be a stand-alone special general session, breakout, or long program to follow the New Sales Speak keynote.)

Don't just think of an elevator speech as a generic tool you use in chance moments-consider the concept as a strategy to manage multiple talking points and to communicate more complex ideas as well.

Perhaps you want to promote an idea, a project or a concept. Maybe you are looking to create a more intriguing presentation to sell a product or service that will help you access more challenging decision makers.

How do you sell, persuade or move people to action? What actually makes you a person of influence? A vital element in moving people to action and creating influence is your ability to build and deliver a thought-provoking presentation.

From elevator speeches to formal sales presentations you can craft a more compelling message. One that is persuasive rather than just informative.

In this session, the audience will gain an understanding of:

- ◆ How to build and deliver an effective 3-minute elevator speech
- ◆ How to develop a persuasive case outline for any length presentation
- ◆ How to repurpose your existing presentation content to create a new message
- ◆ The six most consistently effective arguments in today's market
- ◆ The 3 benchmarks of a great presentation
- ◆ How to employ the elevator speech effect and more!

- **The Art of Presenting Persuasively (Formerly - New Sales Speak)**

An Overview of the "Dirty Dozen" – Understanding the 12 Biggest Sales Presentation Mistakes and How to Avoid Them

(This program can be delivered in a keynote, short program, half-day or breakout session.)

What are the 12 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 data from her national research study, *The State of Sales Presentations 2020*.

The audience will gain an understanding of:

- ◆ The 12 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, one on one hundred or virtually
- ◆ 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 Build Your Persuasive Case**

(This is a breakout session to follow the New Sales Speak keynote.)

Has your sales presentation become far too informative versus persuasive? In this breakout session, Terri will show you specific how-to's for developing logical persuasive arguments in the body of your sales presentations, including strategies for handling objections. This is a roll-up-your-shirt-sleeves interactive session.

- **The Scrappy Advantage... It's About Choosing to Play Big!**

(This is a popular breakout session to follow the "Small Message, Big Impact" material)

In today's competitive market, it takes more than just showing up, more than persistence, more than just having a dream to reach your goals. Sometimes you have to roll up your shirt sleeves and get a little scrappy and creative to earn the right to be heard!

In this special session, attendees will get a sneak peek into Terri Sjodin's new book, *Scrappy: A Little Book About Choosing to Play Big* (Penguin Random House August 2016). The American Heritage Dictionary defines "scrappy" as "...full of fighting spirit." The impetus of a scrappy mindset

might begin when a person (insert you) has a specific goal with a specific challenge to circumvent, most likely within a certain time frame. Terri will share research, interview material and incredible stories from a variety of people from different industries who have pulled off seemingly impossible wins or achieved crazy, fun goals. This session will give you tactical ideas to help you execute your vision of what you can accomplish... once you decide to get scrappy.

- **Livestream Master Class Webinar Series - The Art of Presenting Persuasively - Delivering Your Message with Impact (Virtually and In-Person)**

The goal of this all-inclusive series is to help our clients save time, have FUN, and significantly improve their virtual presentation outcomes! Each session is designed to build on the next in a format that is fast paced, content rich and full of actionable material. Plus, each session is presented "live" to promote connection and learning!

PROGRAM TYPE: 4 PART LIVESTREAM MASTER CLASS WEBINAR SERIES

(Optional 5th Session)

Note: 5th session is an add-on small group workshop limited to approx. 6 participants + judges

TOPIC:

Persuasive Presentation Skills

TIME:

Each session is approximately 30 minutes plus 30 minutes Q&A = 1 hour, 4 hours total in the series.

SCHEDULING:

You can space the dates of each webinar as needed:

Example: 1 per day, or all four sessions in one day, 1 per week, or even 1 per month.

(Timing can be adjusted to meet client requests)

SESSION HIGHLIGHTS: WHAT PARTICIPANTS WILL LEARN

Part One: Introduction - Let's Start the Conversation

- How to "level up" your skill set for both in-person and virtual presentations
- Key insights from the "State of Sales Presentations Research Study"
- A review of things to consider before your next video call (includes the Simple Video Call Tech Ready Checklist)

Part Two: Building Your Persuasive Case - Crafting a compelling message

- How to build a presentation that is persuasive vs. just informative and drives conversion.
- How to structure your presentation to manage content and time to get the results you want.

Part Three: Creativity and Connection

- How to build connections and elicit engagement with listeners far beyond traditional in-person opportunities.
- It's time to get a bit scrappy – Fun and effective ideas people are implementing to stand out in today's virtual environment.

Part Four: Delivery and the Art of Effective Sales Presentations

- It's Showtime! Working through common challenges relating to the artform of presenting, including...distracting body language and gesturing, technology and demonstration failures, dress, verbal missteps, and more.
- This session will help attendees focus on their delivery skills and add finesse to their next presentation.

Select Book Titles

- **2016:** Scappy: A Little Book About Choosing to Play Big
- **2012:** Small Message, Big Impact: The Elevator Speech Effect
- **2006:** New Sales Speak: The 9 Biggest Sales Presentation Mistakes and How to Avoid Them

Select Articles

- [Top Ten Business Books of 2016](#)
Forbes.com Article by Shep Hyken December 2016
- [How to Have a Scappy New Year](#)
InsuranceNewsNet.com Article by Paul Feldman October 2016
- [Success Magazine: 3 Ways to Get Scappy and Get What You Want in Life](#)
December 2016
- [Selling Power Magazine: How to Connect With Your Prospects This Holiday Season](#)

November 2016

- [Terri Sjodin Newsroom](#)

For the latest updates on Terri in the media.

Select Testimonials

...you do an excellent job teaching and motivating the seminar participants. Your energy level is infectious but, most importantly, your honest concern for my employees' success encourages them to work harder to try to meet your challenges.

— *BERNARD DIFIORE CHIEF EXECUTIVE OFFICER, BENEFITMALL*

...your ability to grab an audience's attention is excellent. You are very skilled at your profession and as such, you scored the highest of all of our speakers on our evaluations. The content of your material is one that everyone can relate to, regardless of their job title, as we all do some degree of public speaking and sales and can benefit with improved communication skills.

— *DEAN E. RODEWALD VICE PRESIDENT, MATRIX FINANCIAL SERVICES*

Fantastic! Your presentation to the members of the House Republican Conference got rave reviews. I know there were a lot of members and staff who really appreciated your help. As we head into a key election cycle, so many of the tips you offered will be crucial. Thank you again for your time and all your efforts.

— *DEBORAH PRYCE CHAIRMAN, HOUSE REPUBLICAN CONFERENCE*

...Everyone loved your dynamic and instructive presentation. It set the stage and was referenced often throughout the rest of the day. You were definitely a highlight of the Retreat!

— *DONALD A VERLEUR CHIEF EXECUTIVE OFFICER, OLIVE CREST*

...right away, you encouraged us to realize we are "green and growing", alleviating any notions that we should already have our messaging perfected. This allowed for a safe, collaborative, constructive environment with you and our peers where we could improve our messaging and delivery. With your guidance, we were able to develop our message moving away from being solely informative and instead creating a persuasive message with great nuggets of information delivered with passion and creativity... We thank you for your time with us and hope to work with you again. We would highly recommend you and your services to anyone.

— *DUSTIN WHISENHUNT VP OF SALES SUPPORT, ECLIPSYS*

You are truly an outstanding professional...and thanks for energizing our audience. We value your unique presentation style. The time you take to customize your program to meet the needs of our group.

— *JEAN HOAGLAND SENIOR VICE PRESIDENT, CENDANT EVENT MARKETING*

Whether you're an executive presenting to a sales force or company shareholders, or an advisor presenting to prospects and clients, Terri Sjodin's Small Message, Big Impact, will guide you every step of the way to build and deliver a brief and effective presentation. Her book will help you transform and clearly articulate your message so that you are confident with the content and your delivery... I find myself consistently referring back to this book whenever I am crafting a speech or talk... it's a very practical resource for today's busy professional.

— *JENNIFER A. BORISLOW, CLU PRESIDENT, BORISLOW INSURANCE PRESIDENT, 2012 MILLION DOLLAR ROUND TABLE (MDRT)*

Terri Sjodin's Small Message has made a Big Impact on our entire organization. Her message screams "sell don't tell" and provides the reader an alternative road map with strong examples and access to forms from her website. Her approach is not manipulative, but provides a professional "persuasive build your case" approach that prospects and clients appreciate and respect. If nothing else, Chapter 4 and 5 will change your perspective on presentations and what you need to do NOW to change your approach. Trust me; it works! Our sales are up 150% over last year even in this sluggish economy.

– *JERRY D. ANDERSON, CCIM EXECUTIVE MANAGING DIRECTOR SPERRY VAN NESS BROKERAGE, FLORIDA*

You won't find a more captivating, enthusiastic, humorous, and street savvy speaker than Terri Sjodin.

– *JESSICA LAWLESS ASSISTANT DIRECTOR, NORTHWESTERN MUTUAL*

Terri Sjodin delivers. While she came to us highly recommended, she definitely exceeded our expectations. Her presentation was the highlight of our event and comments heard from attendees included: Terri's presentation was excellent. Not only did she give me some great ideas to help me be a better presenter, but I found it very entertaining as well. We would have Terri back again. Thanks for helping make our event a success.

– *LYNDA SVENSON GREEN REGIONAL DEVELOPMENT OFFICER, SMITH BARNEY*

We recently had the pleasure of working with Terri Sjodin for a 1 ½ day Boot Camp. The immediate feedback from the group was very positive. Much more so than I would have expected from a group of seasoned high producers... The program was specifically designed for accomplished people and we all came away realizing how much better we could be. There is no doubt that Sjodin Communications can be very beneficial...

– *M. MICHAEL ROONEY, CFP, CHFC, CLU SENIOR EXECUTIVE VICE PRESIDENT, AXA ADVISORS, LLC.*

Over the last 20 years I have had many opportunities to observe sales trainers, motivational speakers, and various business communication "experts"...and I must say, you rank up there with the very best I've ever seen. Your enthusiasm is contagious and your energy is invigorating. Moreover, your experience, confidence and credibility shine through...you don't just talk about selling, you actually do it! I experienced it first hand when you sold me...and that's not such an easy thing to do. You do more than simply inform – you persuade!

– *MARK MITCHELL ADVISOR, AXA ADVISORS, LLC.*

The feedback I have received about your talk was fantastic. Everyone benefited from your message, and they identified very well with you.

– *MIKE JAMES PRESIDENT AND CSO, NATIONAL FINANCIAL PARTNERS CORPORATION (NFP)*

They loved you and your message! Thank you for being part of our annual convention. Our dealers needed to hear that 99 percent of selling is dependent on your presentation.

– *NANCY JEWELL PUBLICITY DIRECTOR, VIKING SEWING MACHINES, INC.*

The importance of strong communication skills cannot be overstated in today's business world. Terri shows us how to enhance our ability to reach even higher goals through more persuasive communication.

– *RANDY QUIRK CHIEF EXECUTIVE OFFICER, FIDELITY NATIONAL FINANCIAL, INC.*

Terri's enthusiasm and personal engagement were apparent from our first conversation and her Small Message, Big Impact is creative, motivating and necessary in today's market. Her connection with the group kept them engaged from start to finish and we could not have asked for a more dynamic, energetic and quite frankly, fun way to close out our time together!

– *STEVE THOMPSON EVP OF NATIONAL PRODUCTION, PRIMELENDING*

I am writing this letter to you now because I want to share with you the great success we have had incorporating key elements of your message and presentation into our sales trainings this past summer. We have been able to provide our sales team with a model to follow for moving their presentations from informative to persuasive. This has helped us to differentiate ourselves from the competition not only with our products and services, but also in the way we sell. Our sales team is now more eager, prepared, and successful in their efforts. Thank you for that. Your presentation in Phoenix was a catalyst that helped make that happen.

– *TERRY LANE DIRECTOR OF TRAINING, HERFF JONES PHOTOGRAPHY*

Terri is an exceptional author, coach and presenter. She delivers her message in a very concise and impactful manner. Our organization has contracted her repeatedly to engage and increase productivity with our managing principals. She is also very personable and incredible to work with throughout the entire engagement and execution process.

– *TODD ZINT, CMP, CMM VICE PRESIDENT, MEETINGS AND EVENT STRATEGY AT NFP*

Terri has the ability to teach you how to use your own authentic voice when you deliver a speech or message. She challenges you to create your own path, continue to improve and grow, enjoy the ride by being creative and scrappy, above all enjoy the ride!

– *TOM BARDENETT CHIEF OPERATING OFFICER, EXTENDED STAY OF AMERICA HOTELS*