

SJODIN COMMUNICATIONS

A PUBLIC SPEAKING, SALES TRAINING AND CONSULTING FIRM



TERRI SJODIN CPAE, CSP

SPEAKER
CONSULTANT
AUTHOR

*When You Need A Dynamic Speaker And Subject
For Your Next Sales Meeting, Conference
Or Convention... Book Terri Sjodin*

Topic: Persuasive Presentation Skills

Letter from the Sjodin Communications Team

Dear Meeting and Conference Planners,

We know you have many options to choose from when selecting a speaker and relevant subject matter for your next event and we appreciate your interest in our programs and workshops.

Terri Sjodin's keynote addresses, seminars, and workshops focus specifically on the topic of **Persuasive Presentation Skills**.

Why book Terri Sjodin?

Terri is a speaker you can count on to deliver a program that is both high energy and content rich! She provides tactical and practical material that will help your team stay at the top of their game, increase production, and become more polished, creative, and effective communicators. (We encourage you to review the Introducing Terri Sjodin page for specific background and bio information.)

Why this topic?

One of the most important traits of a solid professional in today's market is the ability to speak and present persuasively. Why? Because it's not just about getting out the information, it's about generating results.

Whether somebody is speaking one-on-one, small group, or large group, business people spend a significant amount of their time verbally communicating and Terri's programs provide proven strategies to help people have more successful outcomes. Advancing these skills can help professionals create new contacts, increase overall business opportunities, convert more prospects into clients, and complete more transactions.

What's next?

We invite you to explore the pages of this brochure where you will find more information on her background, program options, books and training materials, previous clients, and more.

We are excited about the possibility of working with you and your team, and hope to be of service!

Sincerely,

The Sjodin Communications Team

Introducing Terri Sjodin



Terri Sjodin, CPAE, CSP



Terri Sjodin is the Principal and Founder of Sjodin Communications.

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 released in the Fall of 2016, and also *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.

Keynote, Short Programs and Breakout Sessions

Program Descriptions

Any of the programs listed below can be delivered as Keynotes, Short Programs, Breakout Sessions or Seminars:

In each of the following sessions, Terri's audiences are not only motivated to become more persuasive communicators, they leave with new content, tools and insight that they can put into practice on their very next presentation, meeting or sales call. She will help polish your team's overall delivery, presentation, and communication skills. Terri will show your team how to employ fresh creativity in their messaging and inspire them to get a little scrappy and earn the right to be heard.

Small Message, Big Impact™

The Elevator Speech Effect

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 re-purpose 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!

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.

HOW TO BUILD YOUR PERSUASIVE CASE

Keynote, Short Programs and Breakout Sessions

NEW SALES SPEAK

The 9 Biggest Sales Presentation Mistakes and How to Avoid Them

New Sales Speak

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

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 from her book **New Sales Speak**.

The audience will gain an understanding of:

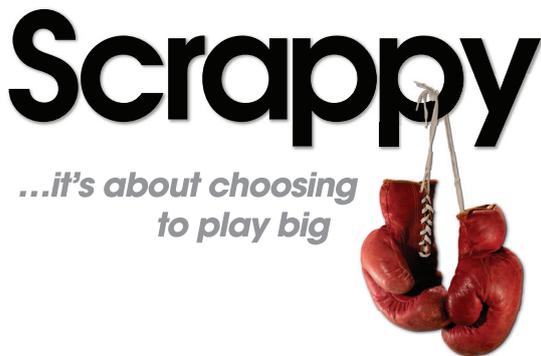
- The 9 biggest mistakes people make when presenting and how to avoid them
- How to make your presentations persuasive rather than just informative
- How to sell yourself through building and delivering a strong “case” for your message
- How to present more effectively, whether one-on-one or one-on-one 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

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 on your vision of what you can accomplish... once you decide to get scrappy.



Customized Small Group Workshops

Sjodin Communications Workshops

Ready to Take the Next Step?

Our unique Presentation Skills Workshops are designed to help attendees learn how to build and deliver more polished and persuasive elevator speeches! Class sizes are limited to 16-20 participants which allows for more individualized attention, provide hands on training, and to focus on coaching business professionals to truly execute presentations that generate results!

(Note: The core skills learned in Terri's workshops also help individuals to build and deliver presentations of greater length, for a variety of different business situations, and enhance overall speaking effectiveness.)



Small Message, Big Impact One Day Elevator Speech Course

Program runs approximately 6 1/2 hours (Maximum of 20 attendees per session)

8:30 am - 4:30 pm

This program includes a brief lecture-only seminar in the morning to review "The 9 Biggest Sales Presentation Mistakes." Then the participants will be asked to deliver two different types of presentations in front of the group. Each presentation will focus on further developing: stronger verbal communication skills, structure, building persuasive arguments, closing, style, humor and timing. Participants will receive coaching in a group environment, with specific feedback on areas for improvement.



Small Message, Big Impact "Hell-Night" Elevator Speech Workshop

Fondly named "hell night" by our clients because it's hard work! This intensive and highly interactive program produces results! Attendee's consistently remark that this course is a "game Changer" for their careers long term. (Maximum of 16 attendees per session)

Day 1 - 8:30 am - 4:30 pm

Evening coaching from approximately 6:00 pm - 8:30 pm

Day 2 - 8:30 am - 12 noon

This is the extended version of the One-Day Program described above – with a twist. We call it "Hell Night" because the participants are allowed to meet with Terri until 8:30 pm at the conclusion of Day 1 to receive optional one-on-one coaching and feedback to improve his/her final presentation on the following day.

The final presentations are critiqued and evaluated by Terri as well as the senior management of the company sponsoring the event. It's hard work...but the results are worth the effort. This is Terri's signature 3-minute elevator speech workshop as described in her books, **New Sales Speak** and **Small Message, Big Impact**. (Videotaping is typically reserved for "Hell Night 2" as part of the Advanced Program)

Train-the-Trainer Certification Program

This program provides an opportunity for Corporate Trainers to become certified to deliver Terri Sjodin's 3-Minute Persuasive Elevator Speech "Hell Night" Workshop.

This certification and licensing course is designed for organizations interested in acquiring Terri's Program to be delivered by their own in-house Trainers. Once certified, participants will be licensed for a 12 month period to present this course to their teams and organizations internally. Please contact us directly for more information at (949) 723-3132.

Small Message, Big Impact

The Elevator Speech Effect

ISBN: 978-1591845485, Hardcover Book: 220 pages
 *Also available as an audiobook



Now a National Best Seller, *Small Message, Big Impact: The Elevator Speech Effect*, provides an entertaining, straightforward, and practical how-to guide on effectively communicating your critical message in a short period of time.

In this book you will learn:

- How to build a compelling and persuasive case using six of the most consistently effective arguments in today's market.
- How to speak in your own authentic voice—it's not only what you say, it's how you say it.
- This book includes outlines to help you craft your next talk, worksheets, a complete sample elevator speech, evaluation forms...and much more!

Perhaps you want to promote an idea, a project, or a concept. Maybe you are looking to create a more compelling message to sell a product or service that will help you access challenging decision makers. Whatever your purpose—be it professional, academic, political, philanthropic, or personal, you can learn to craft a fresh, brief, and persuasive message that generates tangible results.

Small Message, Big Impact: Workbook & Study Guide

Spiral Bound Workbook, 125 pages
 *Also available in an e-version

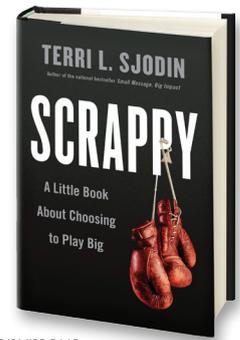


A practical companion to *Small Message, Big Impact*, this workbook will help you transform inspired thoughts into tangible results. Exercise by exercise, you will follow a road map to craft an elevator speech for your message. Each session was created to spark your creativity, generate ideas, and spur you to action. The questions and activities were chosen with both individuals and groups in mind and can be applied across a full spectrum of professions and endeavors. Use this workbook after you read *Small Message, Big Impact* as part of a book club, study group or spaced learning program and put the *Elevator Speech Effect* to work for you!

Scrappy

A Little Book About Choosing to Play Big

ISBN: 978-1591848356, Hardcover Book: 256 pages
 *Also available as an audiobook



Scrappy \ˈskra-pē\ adj: Full of fighting spirit—synonymous with having moxie, being feisty, enthusiastic, gutsy, lively and spunky.

Scrappy people see big problems and come up with big solutions. Or they see ordinary challenges and find a new path to extraordinary results. In today's world you need more than just an occasional burst of creativity. You need a consistent attitude, a proven strategy, and a tactical plan for execution.

Drawing on research, interviews, and her own personal experience, Sjodin shares stories of scrappy tactics that have worked, and those that have crashed and burned, providing practical takeaways for achieving your vision, whatever it might be. She explains:

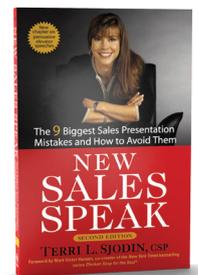
- Why getting scrappy is a choice to play big.
- How to cultivate your best ideas.
- How to manage risks and bounce back from mistakes and failures.
- How to scale a scrappy culture within any organization, big or small.

This is not another book about persistence, although scrappy and persistent make a winning combination. Nothing annoys a persistent person more than a scrappy person who pulls off a classy, unexpected, amazing effort to land the deal, the sale, or the opportunity.

New Sales Speak

The 9 Biggest Sales Presentation Mistakes and How to Avoid Them, Second Edition

ISBN: 0471755656, Paperback: 288 pages
 *Also available as an audiobook



This book identifies the most common mistakes individuals make when presenting and explains how to avoid them when creating your own highly successful presentations. Including a detailed sample outline you can adapt for your own purposes, this book will turn you into a polished and persuasive presenter and a first-class sales professional.

Common mistakes include: winging it, being far too informative vs. persuasive, misusing the allotted time, failing to “close the sale”, distracting gestures and body language, wearing inappropriate dress and more!

Companies Who Continue to Benefit From Terri's Training Include:

A complete list and letters of recommendation available upon request.

AALU
Abco Dealers
Advanced Equities Financial, Corp.
AETNA
Allscripts
Allstate
American Hearing Aid Associates (AHAA)
American Home Shield
American Racing Equipment
Americinn International
AmerisourceBergen
Ameritech
AMTECH Elevator Services
Anderson Consulting
Anthem Blue Cross/Blue Shield
AON
AT Kearney
AXA Advisors, LLC.
B. Braun Medical
Bank of Montreal
Benefit Mall
Berkshire Hathaway Home Services
Better Homes & Gardens Real Estate Services
Better Life Media
Bisys Potomac
Blue Cross/Blue Shield
California Association of Realtors, Expo
Cambro Manufacturing Company
Canadian Scholarship Trust
CB Richard Ellis
Cendant Corporation
Century 21
Chase Manhattan Mortgage Corp.
Chicago Title
Ciba Vision
CNC Software
Cobalt Mortgage
Coldwell Banker Commercial
Coldwell Banker IBC
Concord EFS
Crossroads Hospitality
Daiichi Sankyo, Inc.
Datalynx
Decisions Resources
dj Orthopedics
 Draeger Medical
Eclipsys
Elkay
Emulex
ERA
Extended Stay America
Fairway Independent Mortgage
Fidelity National Financial
Finance of America
First American Home Warranty
FleetCor
Goldman Sachs 10,000 Small Businesses Initiative
GMAC Mortgage
Guaranty Bank
Hair Club
Harcourts, USA
Harvard Business School Alumni
Health Net
Hearts on Fire
Help Desk Institute
Herff Jones
Hewlett Packard/Marketstar
HIDA
High Achievers Network
High Performers Network
Highland Capital Brokerage
Hilton Hotels
House Republican Press Secretary Conference
Hubbell Power Systems
Hyatt Hotels and Resorts
Incentive Marketing Association
Informatica
International Business Brokers Association
Investors Group
The International Forum/Forum 400
Jackson-Walker LLP
John Hancock Financial Services
Kaseya
LA Police Department
LA Weight Loss
Leach International
Level 3 Communications
Lincoln Financial Advisors
LISI
Luxury Bath
McDermott, Will & Emery
McKesson
Medical Action Industries
Mercury Financial
Met Life
Million Dollar Roundtable (MDRT)
Million Dollar Roundtable – Mainstage Toronto
Million Dollar Roundtable – Top of the Table
MPI
Mystery Shopping Providers Association
National Association of Broadcasters
National Association of Realtors
National Business Travel Association (NBTA)
National Financial Partners (NFP)
National Tour Association
National Underwriters Magazine
New York Life
New York Yankees Sales & Marketing Team
North American Title
Northwest Airlines
Northwestern Mutual
Old Republic Title
Olive Crest
Omni Hotels
Openwork, UK
Oregon Association of Mortgage Brokers
Pacific Financial Group
Pacific Mutual Group
Peak Performers
Petra Fashions
PM Group
PrimeLending
Principal Residential Mortgage
Professional Life Advisors Network (PLAN)
Professional School Photographers Association
Prudential
Pyxis
Quidel Corporation
Re/Max of California
REBNY
Renovate America
Riversource/Ameriprise
RMIC
S.C. Johnson Polymer
Salesmanship Club
Saybrus Partners
SEI Investments
Selling Power Magazine
Sensaria Natural Balance
Shooters, Inc.
SIS
SITE Chicago
Smith Barney
SolidWorks
Sperry Van Ness
Staffdigest
Tag & Label Mfg.
TAP Pharmaceuticals
The Corcoran Group
The Doctor's Company
The Heritage Foundation
The Schulman Group
The Todd Organization
Thomson Reuters
Total Training Network
Travelex
Univera
Uline Shipping
Unique Homes Magazine
Unisys
United Airlines
US House of Representatives GOP Retreat
US Postal Service
Val Pak
Viking White Sewing
Warner Pacific
WellPoint Health Network
Wells Fargo Home Mortgage
Western Surety
Winspire
Wonderware Corporation
Woodbury Financial
YMCA
YPM, Inc.

Q. Are you interested in booking a speaking engagement or workshop with Terri Sjodin?



A. We welcome the opportunity to learn more about your next meeting, conference or event. We look forward to working with you!

Customization

You are the client - To assure your satisfaction Terri spends considerable time tailoring each program to meet the needs of your people, your challenges and your goals.

All programs can be created for your organization's size, time, schedule and level of experience.

Terri's Work Featured On...

TIME



Forbes®



SUCCESS
What Achievers Read



FASTCOMPANY



SellingPower

FORTUNE



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