



Terri Sjodin 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: materi...

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Speech Topics

- ☐ Sales
- ☐ Marketing
- ☐ Communication Skills



Testimonials

☐ 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 salespersons are 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.☐

- Director of Training Herff Jones Photography.

☐ ...your ability to grab an audiences 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.☐

- Director of Client Relations, DATAlynx.