



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Terri Sjodin, CSP, CPAE

Travels from: California

Fee Range: \$15,001 - \$20,000

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 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.



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Terri Sjodin, CSP, CPAE continued

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.

Most Requested Programs...

- Small Message, Big Impact: The Elevator Speech Effect
- New Sales Speak: The 9 Biggest Sales Presentation Mistakes and How To Avoid Them
- How to Build Your Persuasive Case
- The Scrappy Advantage...It's About Choosing to Play Big!