

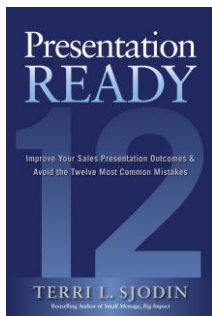
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PRESENTATION READY

Improve Your Sales Presentation Outcomes & Avoid the Twelve Most Common Mistakes

By Terri L. Sjodin



In the fast-paced world of business and sales presentations, the slightest mistake can have lasting consequences. When a big opportunity arises and the pressure to deliver a compelling message is paramount, you need to know how to prevent a verbal misstep or boring presentation from getting in the way of your success.

In [**PRESENTATION READY: Improve Your Sales Presentation Outcomes and Avoid the Twelve Most Common Mistakes**](#) (McGraw Hill, March 8,

2024), *New York Times* bestselling author and award-winning speaker,

entrepreneur and speech coach Terri Sjodin unveils the findings of a

comprehensive multi-year three phase research study aimed at transforming the way professionals approach crucial meetings. With insights drawn from the experiences and observations of 5,000 business professionals, Sjodin’s latest book identifies 12 common “pain points” that hinder success in presentations, providing readers with a clear understanding of what may have been holding them back. However recognition alone is not enough, neither is avoidance. Sjodin provides invaluable insights and practical solutions for people to enhance their skills and adapt their presentations to achieve the best results.

Divided into three sections—Case, Creativity, and Delivery —Sjodin’s book combines honest, relatable confessions with the actionable advice of a coaching session. From engaging stories about ‘winging it’ to tips on the power of body language, this book teaches you to craft impactful presentations that yield the kind of results that don’t just get the job done but increase your earning potential, boost confidence, and reduce stress. You’ll learn:

- How to deliver an impactful presentation even when you have minimal prep time
- How to create a connection with your audience in every presentation setting
- How to pass the “So What” test: ensure your arguments lead decisively towards a buying decision
- Boredom is a sinkhole: tips for incorporating creativity into your message to bring it to life

Sjodin writes, “A presentation doesn’t have to be perfect to work. It simply has to work for the circumstances you are in.” Whether you're just starting your career or a member of the C-Suite

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it's crucial to keep your skills sharp and always be *presentation ready* so small mistakes don't get in the way of you securing the win. Sjodin's insights eliminate the guesswork and equip you with the tools to transform presentations almost overnight.

About The Author:



Terri Sjodin is the Principal and Founder of Sjodin Communications. She is one of America's most highly sought after 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 *New York Times*, *Wall Street Journal*, and *USA Today* bestseller *Small Message, Big Impact: The Elevator Speech Effect* (Penguin/Portfolio) and a popular LinkedIn Learning Instructor.

Presentation Ready

Improve Your Sales Presentation Outcomes & Avoid the Twelve Most Common Mistakes
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Early Praise for Presentation Ready

“If you are in sales – and everyone is selling something – Terri Sjodin just gave you an edge in raising your potential for sales success. Just hope that your competition doesn't get their hands on this book.”— **Harvey Mackay, author of the #1 New York Times bestseller *Swim With The Sharks Without Being Eaten Alive***

“Presentation Ready, will be your go to resource to making the right choices when crafting sales presentations. This book is well written, and a quick read... perfect for sales and business professionals.” —**Glenn Stearns, Founder and CEO, Kind Lending and star of the hit show *Undercover Billionaire***

“Finally, a book has been written that offers concrete ways for salespeople to become more effective presenters. It gives you real-world knowledge that you can apply every day. The research is interesting, and the confessions are spot on!” —**David Callanan, Co-Founder, Advisors Excel**

“Terri Sjodin's latest work has been instrumental in transforming our sales methodology, creating a path to measurable achievements and client trust.” —**Lisa Hayashi, Chief Marketing Officer, SafeGuard Cyber**

“Presentation Ready is a must-read for any sales leader. It forces you to see things from a different perspective and provides a simple framework for building persuasive presentations that win.” —**Matt Yeager, Vice President, KellyOCG**