

New Sales Speak: The 9 Biggest Sales Presentation Mistakes & How to Avoid Them

Terri L. Sjodin

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New Sales Speak: The 9 Biggest Sales Presentation Mistakes & How to Avoid Them Terri L. Sjodin Advance Praise for NEW SALES SPEAK . . .

"Here comes the book . . . New Sales Speak is the first book on the vital marriage of persuasive selling techniques and crucial speaking skills." -Harvey MaCkay, Author of the New York Times bestsellers Swim with the Sharks and Pushing the Envelope

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EVERYBODY SELLS SOMETHING

While each of us is blessed with a different level of talent, the ability to speak with savvy, polish, style, and humor is a learned skill. Learning how to more effectively sell yourself and your message can give you a tremendous advantage in our competitive world. Written for anyone who gives one-on-one, small group, or large group presentations, whether you are directly in sales, a company manager, teacher, or community volunteer, New Sales Speak identifies the most common mistakes individuals make when presenting and explains how to avoid them in 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.

Selling + Speaking = Sales Speak

- * Build and deliver a powerful case for your message
- * Make the best use of your allotted time
- * Use visual aids effectively
- * Transform fear into energy
- * Tailor your presentation to meet the needs of your listeners
- * Close the sale



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