

CONTACTS:

Mark Fortier: 212-675-6460 / mark@fortierpr.com

Meg Cassidy: 917-750-7449 / meg@fortierpr.com

March 4, 2020

NEW NATIONAL STUDY EXPOSES DISCONNECT BETWEEN THE CONSEQUENCES OF SALES PRESENTATION MISTAKES AND A LACK OF TRAINING TO AVOID THEM

Newport Beach, California – March 4, 2020 – Despite widespread recognition that sales presentation mistakes can kill a deal, training that could have avoided them is scarce. This surprising disconnect is among the findings of a new national study from Sjodin Communications that also ranks the **twelve most common sales presentation mistakes**.

No less than 94% of sales professionals surveyed said that presentation mistakes impacted their goal. But if the consequences are so high, why do as many as 60% report receiving little to no presentation skills training?

“**The State of Sales Presentations 2020 Research Summary Report**,” forthcoming **March 4, 2020**, reveals that despite all the chatter about the promise of new-fangled sales technologies and social media tools, mastering the “human contact sport” of in person presenting remains the most effective way to persuade. Improving these oral presentation skills is the best way to increase the odds of closing a deal.

More than 2,500 sales professionals from 30+ companies were surveyed to reveal additional findings such as their **three most common sales presentation mistakes**, which are ranked as follows:

1. Being Informative versus Persuasive
2. “Winging” It
3. Failing to Close the Sale

This ranking was found to be consistent across gender, age, and also whether the participant was engaged in selling a product, service, or cause.

However, members of the **GenY/Millennial** generation self-reported committing the most presentation mistakes, followed by **GenX-ers** and **Baby Boomers**. The next generation of sales professionals can’t afford to present and fail without proper training.

Sjodin Communications also revealed three new mistakes that had not been identified in previous research:*

1. Technology or Demonstration Failures
2. Verbal Missteps
3. Failure to Create Connection with Listeners

FORTIER

PUBLIC RELATIONS

Sjodin Communications has added these newly identified mistakes to their list now dubbed ***The Dirty Dozen: The 12 Biggest Sales Presentation Mistakes Business and Sales Professionals Make***. These fit into three benchmarks of a well-crafted sales presentation: Case, Creativity, and Delivery to help identify and alleviate an individual or group's strengths and weak points.

*In 2001, Terri Sjodin created a definitive list of nine common presentation mistakes sales professionals make, which became the book, *Sales Speak: The 9 Biggest Sales Presentation Mistakes & How to Avoid Them*. Two decades later, the new study asks: Have time and technology helped eliminate these common issues? Are things better or worse for today's presenters and their audiences?

About Terri Sjodin and Sjodin Communications:

Founded in 1990, Sjodin Communications is a public speaking, sales training and consulting firm, based in Newport Beach, California. Our mission is to provide clients with training and development programs that help them to deliver more polished, creative, and persuasive presentations that generate results.

Terri Sjodin is the Principal and Founder of Sjodin Communications. More than twenty-five years ago, Terri went into business for herself, building her company 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 combination of academic communication theory, field research, and practical street sales experience collected during thousands of coast-to-coast business presentations has cast Terri in the leading role of advising today's professionals on becoming more polished, persuasive presenters and adapting to the changing marketplace. For more information, visit www.sjodincommunications.com.

She is the author of five books including the national bestseller *Small Message, Big Impact* (Penguin/Portfolio), and the highly acclaimed *Scrappy: A Little Book About Choosing to Play Big* (Penguin Random House/Portfolio). 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 of ABC, CBS, NBC, FOX, cable, and radio.

###