



Amaro Araujo

## Amaro Araujo – Portrait

### International Sales & Negotiation expert



**Bio:** Amaro Araujo, married, two kids, lives in Netherlands (previously in Portugal), 55 years old.

**Area of expertise:** International sales and negotiation expert, successfully dealing with complex organizations. Establishing long term relationships with high level executives and CEO's translated into profitable contracts or deals. More than 20 years of experience in the whole sales process from A to Z.

**Other areas of expertise:** Business, presentations, public speaking, training, business development, productivity, mentoring and coaching.

**My background:** Studies in accountancy, speaks 6 languages (PT, ES, FR, IT, EN, NL). Attending trainings & seminars regularly on different fields.

**My biggest contract value in turnover:** 42 Mln/Year. My standard responsibility in sales: Turnover of 140 Mln.

**Some hobbies:** reading, sports, writing, wandering outside, watching a good movie or series, barbecue with family/friends.

**Online Courses available:** Udemy, Skillshare and my own platform. 9 courses, rating 4,5 (in a scale of 5) have more than 10,000 students

**Interests:** Evolve, expand, learn and share/exchange knowledge or experiences. Quora, Linkedin and Medium contributor (besides my own website)

**Author of the books:** Sales is my passion (2018) / Career path compass (2020)

**Blog/website:** <https://amaroaraujo.com/>

**Amazon author page:** [Amazon Amaro Araujo author page](#)

# Amaro Araujo

## Key elements



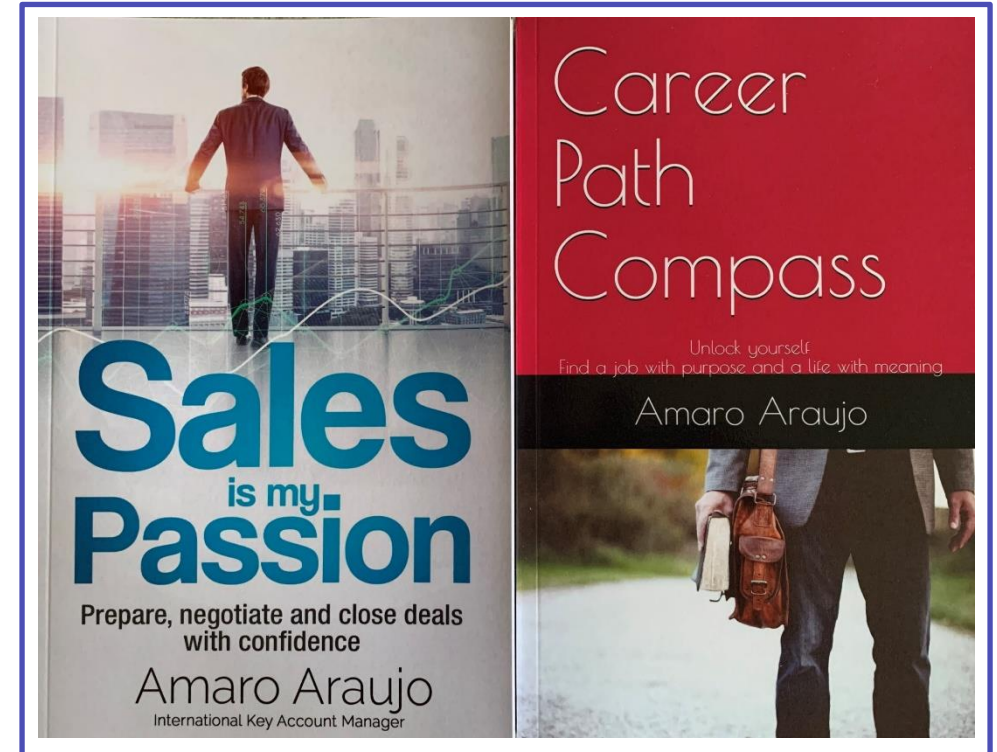
### Some companies I've worked for



### Languages I speak

- Portuguese
- Spanish
- French
- Italian
- English
- Dutch

### Books I have published



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## Online training stats



Udemy business

### My 2023 year in review

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Total Students since 2019  
**13,696**

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Active learners 2023  
**4,676**

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five-star reviews 2023  
**848**

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minutes taught 2023  
**266,059**

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## My drivers



### Empowering people

- = Clarity on objectives & goals
- = Awareness and change of attitude
- = Sparkling curiosity
- = Redefining success
- = Driving & Supporting the change
- = Raising performance & productivity



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## Some of my Keynote topics & training



### Sales & Negotiation

- = Value vs Price
- = Dealing with objections
- = Market Positioning, contract strategy
- = Customer segmentation
- = KAM-Key Account Management
- = Prospecting and pipeline

### Cultural awareness & conflict handling

- = Personality types
- = How culture and habits shape our behavior
- = Bias distortions
- = Problem, disagreement, conflict & dispute
- = Active listening
- = Flexing our communication styles

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## Why me

### My USP

- = Been there, done that. Successfully.
- = Active in the corporate world practicing my teachings and continuously learning.
- = Sales and contract track records as well as fruitful business relationships.
- = People at the heart of my sessions
- = Intercultural minded and experienced
- = Collaborative driven personality



### My motto

Learning should be fun and exciting, not tedious.



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Some room trainings I attended (longer than 3 days long)



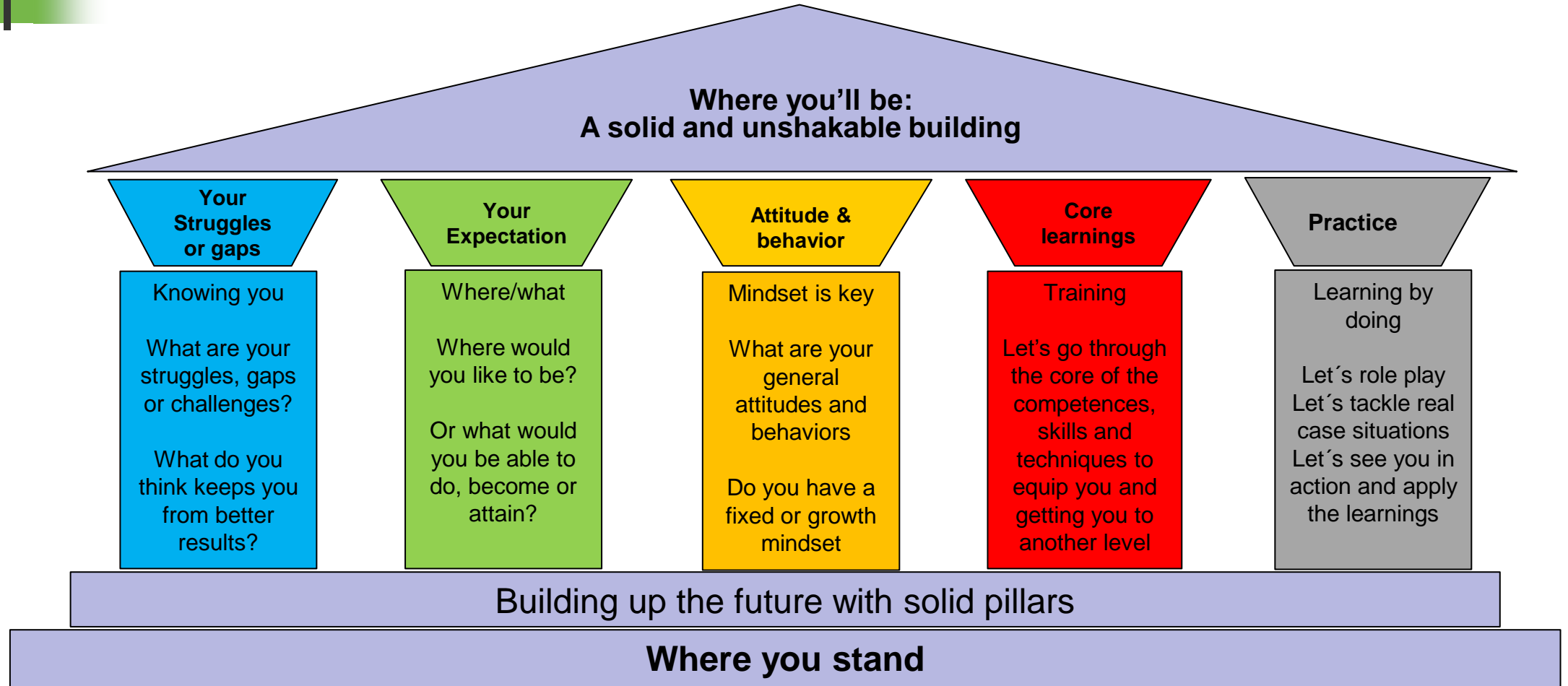
## Part of my continuous learning and foundations

- = Project Management
- = Competency interview
- = Influencing without authority.
- = DISC Profile deep study
- = Leadership and Management
- = KAM-Key Account Management
- = Creative Negotiations
- = Time & Stress Management
- = Mastering Coaching Skills
- = Advancing Customer Experience
- = Problem solving
- = Conflict resolution



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## My solution framework





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Looking forward to hearing from you



Let's talk

Schedule a call to explore synergies, no strings attached. I only accept challenges that I can positively contribute and add value.

