

Amaro Araujo Leadership Skills Coaching Program

My mission statement: "I have nothing to sell. I facilitate the achievement of an objective, for a fee"

My vision statement: "Customers don't pay for coaching, they pay for results"

About me

I am a modern Sales Executive with more than 20 years in international sales.

Throughout my career, I have dealt with different markets, market sizes, customers, and strategies. I touched an extensive range of customers and deals. From the one-time customer to the extremely strategic account. Each requires a special approach; their needs, relevance, and potential demands different tools, systems, or proposals. See some facts & figures below:

- Deals from 25K (apparel) to as much as 45Mln (Chemical commodities)
- Responsible for a portfolio turnover of > 200Mln
- Manage a portfolio of customers ranging from 18 to 60 accounts
- Several customer Key Accounts
- Managed customers from 8 different countries
- Handled between 15 and 50 products

Worked in multinational and multicultural environments, both at the companies I've worked for, as for my customers.

I have lost deals and customers; and faced unexpected setbacks, both in life as in business; that I have overcome and used to learn and evolve from those experiences.

I had my own venture in the textile industry and have worked in sales and management roles for some of the world's top companies like Fujitsu, Shell, and INEOS, where I've gathered lots of experience in sales, negotiation, business -leading people and teams- reaching and beating targets and objectives year after year.

My coaching is based on a set of values

I expect these to be mutual between myself and the client

Respect	Integrity	Positive attitude
Commitment	Perseverance	Honesty
Responsibility	Loyalty	Accountability

About my Sales coaching Program

This program can be followed alone by my students, it's an intuitive and self-pace study or learning with all explanations, and step by step process that will allow you to reach

your goal or objective. It covers the high level fundamentals of my coaching, in one go. This is a precious self-help book on the domain of Leadership and Management.

I provide Coaching Sessions, as a follow up of this Leadership program, to provide deeper insight and value on very specific matters. That's an add on. The basis is this Program – the building - the Coaching sessions are rather topic specific – the interior of the house, the furniture- to add flesh to the bone, at client request and fit for purpose.

This Leadership skills program is composed by **three independent modules** but interconnected. In Leadership we need solid foundations in different fields, that's the reason for the different modules. You may be up to speed in some and lagging behind with others. The program allows you to tailor made. You can either attend one single module that best fits your needs; and anytime later you can follow up with the next module, or you can get all the modules in one go, the complete puzzle. Each model is independent and an important building block of the sales role.

This Leadership Program is niche specific for anyone willing to develop Leadership and Management skills in general. My follow up Coaching Sessions are customer and/or issue specific.

What type of Coach am I:

One that listens, ask questions, empathize, inspire, motivate and above all focus on facilitating the change so that the customer achieves a desirable outcome.

My unique qualities and qualifications to accomplish my mission:

Besides my extensive and successful work in my own venture and Sales team leader at very high level, I attended several trainings and dozens of hours learning best practices from top performing leaders. Dozens of hours coaching colleagues and external students around the world. Coaching in my niche where I became a specialist as attested by several testimonials below.

Who is my ideal client:

Someone with more than just a wish to attain an objective or goal. Someone who is determined and committed to put the dedication and effort to attain that goal.

My coaching model:

Facilitate the change. Results driven and goal oriented. Coaching is about results, not about fees.

My desired outcome as a coach:

I want my clients to actually achieve success, and not just dream about it.

Specific niche of my coaching:

Sales, negotiation, communication, leadership & Management.

The promise of this Signature program

1. Provide you with the knowledge, strategies, techniques, systems and tools to become an admired leader, full of confidence.
2. Show you how to differentiate leadership and management, and how to adapt to your team members individual traits and characteristics to bring the best results for both, the team and individuals.
3. Show you what are the biggest roadblocks in leadership and management and how to overcome them. Identifying, anticipating and dealing with conflicts
4. How do you establish yourself as a reference in your profession or domain, and respected by internal and external stakeholders. A communicator by excellence regardless of your audience or interlocutor.

Testimonials:

Aman Singh / India

"I'm really thankful to you for your valuable suggestion. The time you manage to understand my situation & give a personalized solution."

Radu Ursacescu/Estonia

"Very useful...Many coaches are theoretical / academic. Amaro put a very personal / practical touch on his coaching practice "

Will Smith / USA

"Your guidance and support has been extremely helpful to allow me to reach a new opportunity in my career, but your warmth and life vision has also inspire me a lot".

Helga koslowski / Germany

"I've been very lucky to have chosen you and your program as a coach to uplift my skills and change my perspectives about my career. It provided a massive change in my results"

What do you get from my Sales Program, in a nutshell:

1. The complete program is comprised by three modules. Each modules addresses a specific topic/area and contains between five and seven chapters. Those chapters are step stones with clear explanations and support material and the module is the milestone of the program.
2. Business cases, study cases, Practice tests – all with separate recommended answers - to help you practice the learnings at your own pace.
3. Templates, forms and best practice examples that you can download and adapt

4. Free lifetime access to my online courses/video lessons that are the same material here presented, but lively throughout explained.
5. A set of Frequently Asked Questions/answers, raised by other clients, that eventually can help you tackle your own questions
6. A pen drive with all the modules and support documents. All the Sales Program material in one small device, so you can access it anyplace, anytime, anywhere.

The Modules

Module 1

Title: Leadership and Management development skills (8 Chapters)

Description: Inspire and motivate individuals and teams to grow and perform at optimal levels.

Main Learnings:

- Identify the difference between a leader and a Manager
- Be prepared to motivate people to achieve goals in easy and challenging times
- Have an overview of essential leadership tools and styles
- Reflect on your leadership role, attitude, and behavior
- Choose the right actions to improve your leadership quality – including communication.
- Master objections, resistance, and other difficult situations – confidently and convincingly.
- Use proper and structured feedback sessions to keep your team at the top level.

Module 2:

Title: Intercultural communication (8 Chapters)

Description: Get the best experience interacting with people from other culture or background

Main Learnings:

- Understand how our cultural background impacts our worldview and interaction with others
- Know who you are and why you act like you do
- Know how others might act different to stand for same values
- Know the power of observation and non-verbal skills
- Understand the culture influence on how people communicate and come across
- Learn how to face difficult discussion
- Understand how and why we see different looking at the same situation

- learn techniques and processes to communicate effectively on a multicultural environment

Module 3:

Title: Conflict Resolution training (10 Chapters)

Description: How to anticipate, understand and handle a conflict on a positive manner.

Main Learnings:

- Difference between problem, disagreement, and conflict
- Aspects of a conflict (Danger/risk vs. opportunity/possibility to improve)
- Causes of a conflict, Signals of a conflict
- Perceptions and how we process info leads to conflicts
- Behavioral styles and their impact on conflicts
- Steps to clarify a conflict
- Conflict styles and outcomes
- Communication is key to conflict resolution
- Best practices on conflict resolution