

## Amaro Araujo Sales 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

<b>Respect</b>	<b>Integrity</b>	<b>Positive attitude</b>
<b>Commitment</b>	<b>Perseverance</b>	<b>Honesty</b>
<b>Responsibility</b>	<b>Loyalty</b>	<b>Accountability</b>

### 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 Sales and negotiation.

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

This Sales program is composed by **5 modules independent** but interconnected. In sales 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 Sales Program is niche specific for anyone willing to develop sales and negotiation 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 sales at very high level, I attended several trainings and dozens of hours learning best practices from top performing sales & coaches. 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

### **The promise of this Signature program**

1. Provide you with the knowledge, strategies, techniques, systems and tools to become a top sales executive & negotiator, full of confidence.
2. Show you how to close more deals, get more clients and generate higher margins for your business.
3. Show you what are the biggest roadblocks to close deals or retain customers.
4. How do you establish yourself as a reference in your profession or domain, and respected by internal and external stakeholders. The “go to” person in terms of sales best practices and knowledge.

### **Testimonials:**

#### **Armin Souk / 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 negotiation coaches are theoretical / academic. Amaro put a very personal / practical touch on his coaching practice "

#### **John Keller / 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 five 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: Sales Rep main skills (6 Chapters)

**Description:** The skills and traits of a modern sales executive. How to prepare, negotiate and close sales with confidence

#### Main Learnings:

- How do I become a top sales rep?
- The relevance of your appearance/image as a sales rep.
- The role of empathy as a central pillar in sales negotiations
- Selling by building relations and focus on the long term.
- How persuasion can help you along the way in the sales process
- The knowledge you need to have as a sales professional
- The Negotiation skills to ensure you don't leave money on the table

### Module 2:

#### Title: How to sell value instead of price (5 Chapters)

**Description:** Skills and best practices to move away from price discussions to value creation.

#### Main Learnings:

- How to move away from a simple "vendor" to a position of strategic supplier.
- How to use value as the main focus of sales discussions
- How to find your customers real needs
- Learn how you can leverage your margins
- Differentiate from competition

### Module 3:

#### Title: Understanding the modern buyer (6 Chapters)

**Description:** The types of modern buyers, main drivers, tools. The skills and how sales executives can respond and be equipped to face these challenging buyers.

#### Main Learnings:

- Knowing who they are, how they work, what tools and systems they use.
- Find the processes, tools, and insights that will equip you properly and give you confidence to face such a difficult negotiation or purchaser.

- Understand who, what and how the modern buyers approach the purchasing role and objectives
- Know the Modern buyers main drivers, fears or weakest points
- Anticipate objections and be ready to overcome deadlock negotiations
- Know the buyer main tricks and pressure tactics

#### **Module 4:**

##### **Title: Negotiation Masterclass (7 Chapters)**

**Description:** Don't give away in negotiations. Trade, exchange, and improve your margins. Negotiation is a tradeoff, not a giveaway.

##### **Main Learnings:**

- The fundamentals of Negotiation, as a professional but also in your private life
- Knowing the negotiation background and understanding what is at stake each step of the way will empower you to reach your objectives.
- Become well aware of the steps of a negotiation and how to go through it confidently:
  - Preparation and planning
  - Dialogue
  - Making an offer / Proposal
  - Closing the deal
  - Confirming, implementing, and reviewing the deal
- Get some tools you can use to give you a stronger position and planning.

#### **Module 5:**

##### **Title: KAM- Key Account Management made simple (6 Chapters)**

**Description:** All you need to know about KAM (Key Account Management), the process, who, what and why. The comparison towards standard sales process.

##### **Main Learnings:**

- KAM- Key Account Management is not a monster. Demystifying it.
- The background and fundamentals such:
  - What is KAM (Key Account Management)
  - Why/when/how should I implement KAM (Key Account Management)
- What are the implications and benefits of implementing KAM (Key Account Management)
- What resources do I need to do it successfully
- The steps and different stages of KAM (Key Account Management)
- The portfolio classification and distinction
- The main differences between a traditional sales team and KAM (Key Account Management) approach