



Michael E. Sloopka

Negotiating Coach[®], Consultant,
Author, and Speaker

Michael E. Sloopka is a recognized negotiating and forensic customer management[®] expert who assists organizations and individuals by joining their team for specific negotiating projects or by training their staff to negotiate and manage customers and vendors more effectively on a daily basis. He is also an expert in diagnosing selling and buying behavior and the decision-making dynamics that directly affect the outcome of a negotiation.

An internationally known speaker, Michael E. Sloopka leads with great content, delivers his programs with contagious enthusiasm and passion, and leaves his audiences wanting more and inspired to taking action. Delivering executive presentations, seminars, and learning workshops for organizations and associations across North America, Michael consistently wins rave reviews for his ability to directly tie his methodology to the experience of any audience in any industry.

Michael E. Sloopka is a professional with specialized expertise, practical experience, and distinctive skills to help you avoid missed opportunities in negotiating situations. Endowed with a talent to seek out the optimum value in a deal, Michael can bring your negotiations to astounding conclusions with perspectives on your deal that you hadn't anticipated and results that will increase your bottom-line profitability.

Offering more than 25 years of successful negotiating experience in sales, marketing, distribution, and consulting – from small business to multinational corporations, from personal transactions to multimillion-dollar extended supply agreements and contracts – Michael has added hundreds of millions of dollars to his clients' collective bottom line through effective education, consulting, coaching, and negotiation facilitation. He has personally taught tens of thousands of individuals a proven process, methodology, strategies, and tactics to optimize their outcomes.

Michael E. Sloopka is practice director of negotiatingcoach.com[®], a division of Selling Solutions Inc., a management consulting firm specializing in negotiating, forensic customer management[®], and sales process redesign. **He has personally conducted negotiations ranging from complex North American and global negotiations with major food, mass merchandiser, home center, and club channel retailers, including large multinational packaged goods manufacturers such as Coca-Cola, Pepsi-Cola, and Kraft General Foods.** He has also facilitated lease negotiations, the sale of businesses, and customer and vendor agreements on behalf of his growing stable of clients. He is recognized for building, developing, and maintaining high-performance sales and marketing teams. Michael's early business career included diverse exposure to a wide range of industries – from radio to marketing three-dimensional technology to Hollywood movie studios. He received his early "grounding" in classic packaged goods sales and marketing assignments with companies such as William Neilson, Frito-Lay, Monsanto, and NutraSweet. **Michael successfully managed a \$40 million (US) business by age 31 and guided NutraSweet's unique branded ingredient strategy in Canada.**

Michael is a graduate of the University of Western Ontario's Richard Ivey School of Business Executive Management Program as well as Conestoga College's Business Management and Communications Diploma Program. Michael continues to broaden his academic knowledge by participating in negotiating studies at Stanford University and Innovative Negotiating Strategies with William Ury of the Harvard Negotiating Project. Michael is also a recognized member of the National Speakers Association.

Contact Michael E. Sloopka at michael@sloopka.com, call us directly at 1-888-581-6777, or visit us at www.negotiatingcoach.com

Biography

Achieve greater success, satisfaction, and improved results through our training programs and consulting and coaching services.