

SPEAKER ON NEGOTIATING

Arjen Maarleveld

Executive coach, consultant and negotiation advisor

Arjen gives talks on negotiation for sales teams, founder communities, professional associations and business networks. Sessions are light on slides and heavy on stories. Most people arrive fairly sure they dislike negotiating. By the end they have changed their minds, and they say so.

FOR A GENERAL AUDIENCE

You're Already Negotiating

Most people picture negotiation as something that happens over a contract or a sale. In fact it goes on all day, at work and at home: whether a deadline can move, which project gets the budget, what time the kids go to bed. This talk shows how the more you know, the more creative you can be, and gives practical ways to prepare, find out what the other side wants and get past a standoff on price. People leave with a different idea of what negotiation is.

FOR A SALES AUDIENCE

The Creative Negotiator

Salespeople are told to negotiate but are rarely shown how. This talk gets into the mechanics: preparing properly, asking questions that open things up, holding a line without making an enemy and finding creative solutions when the conversation gets stuck. It also covers the difference between a position and an interest, which is often where those solutions come from. Teams leave with a preparation framework for any significant negotiation.

FORMAT AND FEE

Talks run 30 to 60 minutes plus questions.

There is no fee for a talk of this length. Instead, Arjen asks the host to donate to a food charity and to reimburse travel to any site outside the Bay Area. Anything longer is paid work, as are workshops built around a team's own negotiations.

> "I have worked with Arjen and invited him to speak to my professional association because I knew he would bring valuable insights. He proved to be a natural, highly engaging speaker. His presentation was simple yet powerful, and he quickly shifted the mindset of attendees who initially felt negotiation was not their strength. The feedback afterward was exceptionally positive, with members highlighting both how much they enjoyed the session and how practical the insights were."
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> COO at a client company, on his talk to her association

SPEAKER BIO

Arjen Maarleveld spent four decades in technology, at Oracle, Apple, Alcatel and France Telecom, before leading Tait Communications as COO, Vega Navigation as CEO and Avtec as President. He has negotiated on every side of a deal, buying, selling and partnering, across North America, Europe and Asia. He learned the discipline from Ingemar Dierickx, who created INSEAD's Negotiation Dynamics program. Arjen now coaches executives, advises organizations and chairs Vistage peer advisory groups in the San Francisco Bay Area. He holds American, Dutch and New Zealand citizenship and works in four languages.

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