

Press and Media Kit

Do You Need an Expert Opinion for a Story Involving Negotiations?

Then contact Michael E. Sloopka, one of North America's foremost experts in negotiating, sales, and decision-making dynamics to provide the compelling answers you need.

Michael E. Sloopka is available for media interviews covering a wide range of negotiating situations – **from large- and small-scale commercial negotiations, sports negotiations, negotiation training and education – to the negotiation process, methodology, strategies, and tactics.** Professionally trained in broadcasting, Michael delivers entertaining and informative radio, television, and print interviews.

Why the Topic of Negotiating and Michael E. Sloopka for Your Media Interview?

Of the six "W's" that you must address in an effective news story, "Why?" is usually the most difficult to answer when you're covering a situation involving negotiations.

You need to explain to your audience:

- why people act the way they do.
- why organizations take the positions they do.
- why each side's decisions and actions may or may not be important.
- why the subtle nuances of negotiations are so important and why they can have a significant impact on the results.

Michael E. Sloopka can make your job easier. As a recognized expert in negotiating and decision-making dynamics, he can provide you with insightful and colorful commentary, quotes, in-depth analysis of both sides' positions, and even a prediction of the likely outcome(s) of the negotiation.

Michael has more than 25 years of practical experience studying and teaching the art and science of negotiations in nearly every type of situation – from major business scenarios involving mergers and acquisitions, contract and supply agreement negotiations, sales, purchasing, marketing, and labor disputes – to personal scenarios involving the purchase of homes, automobiles, appliances, and big-ticket consumer items – to interacting effectively with family members.

So the next time you want to address questions such as "Are their opening positions extreme?" or "Are they really prepared to reach for compromise?" or even "What are they thinking?" – don't rely solely on the individuals involved in the negotiation for quotes.

Bring in a subject matter expert who can provide the insight and thoughtful analysis that your audience wants and deserves.

To schedule an interview or to request an appearance on your radio or television program, contact Michael E. Sloopka at michael@sloopka.com, call us directly at 1-888-581-6777, or visit us at www.negotiatingcoach.com