



Susie Tomenchok

EXPERT NEGOTIATOR. AUTHOR. TEDX SPEAKER.

Empowering professionals to **Adopt a Negotiator's Mindset™** —so you can confidently navigate challenges and unlock your full potential.



Hi, I'm Susie!

HELLO & WELCOME

I've had the privilege of guiding professionals at every stage—from emerging talent to C-suite executives—to recognize their worth and confidently navigate their career journeys.

In today's workplace, adopting a Negotiator's Mindset™ isn't just helpful—it's essential for growth, influence, and fulfillment.

My mission goes beyond coaching. I empower leaders, teams, and individuals to thrive—personally and professionally—by applying proven negotiation frameworks that unlock clarity, confidence, and results.

What sets our journey apart? Connection and context. Every person and organization I work with has a unique story and aspiration. That's why my approach is flexible, rooted in a repeatable process, but always tailored to your specific needs and goals.

As we collaborate, you'll experience a partnership that's impactful, personal, and meaningful—designed to help you achieve your vision.

In the pages ahead, you'll discover my services, hear real transformation stories, and see how we can work together to create a truly unique and powerful experience.

Here's to discovering your worth, leveraging your strengths, and crafting a winning narrative for your career—together.

Warmly,

Susie



My journey with negotiation began at home—when my daughters were young, I saw firsthand how powerful these skills could be (and how quickly kids learn to use them!).

That spark led me to develop my signature P.A.C.E.™ Framework for Successful Deal-Making during a 20-year sales career, where I managed an \$80 million portfolio for industry leaders like ESPN/Disney and Comcast.

Today, I empower business owners, executives, and teams using my proprietary frameworks—including P.A.C.E.™, CLAW™, and RAISE™—to help them adopt a Negotiator's Mindset™, advocate for themselves, and lead with strengths.

As a certified CliftonStrengths Coach, TEDx speaker, and author, I also host the “Get What You Want” and “QuickTake” podcasts. My passion is guiding people to reach their highest business and career aspirations.

I'm a proud graduate of the Betsy Magness Institute and the International Coaching Academy, a travel enthusiast, and—most importantly—a mom to three incredible daughters.

Mission:

Empowering leaders to unlock their full potential and navigate career challenges with unwavering confidence and strategic agility.

Vision:

Across organizations, empowered professionals adopt a negotiator mindset, believe in their value, shatter their professional ceilings, and unleash impact and satisfaction.

Message:

Adopting a Negotiator's Mindset™ is essential to navigating professional and personal success.



My Most Requested Keynotes, Workshops, and Team Building Sessions.

Every organization is unique. While these are my most requested topics, each session can be tailored to your team's goals, challenges, and culture. Let's create a truly transformative experience together.

PRESENTATIONS AND WORKSHOPS

➤ **Breakthrough Leadership: Unlocking the Negotiator's Toolbox**

Promise: Equip leaders with practical negotiation tools for everyday influence.

Payoff: Gain a repeatable system to clarify objectives, understand others' values, and turn tension into traction—so you can advocate with confidence in any high-stakes conversation.

➤ **Emotional Agility: Lead with Confidence When It Matters Most**

Promise: Master your emotional responses to lead with poise and purpose.

Payoff: Learn actionable strategies to stay composed, persuasive, and effective—even under pressure—by responding with intention, not just reaction.

➤ **Trusted Leadership: Leveraging the Art of Influence**

Promise: Build trust and expand your influence beyond titles or hierarchy.

Payoff: Discover the RAISE™ framework and influence mapping tools to create allies, generate buy-in, and shape your leadership brand across the organization.

➤ **Leadership Excellence: The Power of Situational Awareness**

Promise: Navigate complex environments with clarity and strategic precision.

Payoff: Use the CLAW™ framework to read the room, spot hidden agendas, and act decisively—so you can lead confidently and avoid costly missteps.

Which topics can we use to create a unique experience for you and your team?

Trusted by Leading Brands

I've partnered with some of America's most respected organizations—helping their leaders and teams unlock new levels of confidence, influence, and results by adopting a Negotiator's Mindset™.

My proven frameworks have delivered measurable impact for:

Cardinal Group
COMPANIES

ebay™

Charter®
COMMUNICATIONS



SHI

COMCAST



CSG

WOW!



STUDENT QUARTERS

RE/MAX®



The WICT
Network

Empowering Women in Media,
Entertainment and Technology

ROCKY MOUNTAIN



revgen



What Clients Are Saying

Real leaders. Real transformation. Here's what professionals and organizations say about working with Susie:

Best investment in my professional development! I now approach negotiation as an opportunity to be a problem solver. It has increased my confidence in my ability to negotiate.

Adrienne Pubylski, Public Sector Sales Vice President

When Susie speaks, she has a way of bringing you in, building you up, and giving you the confidence to say, "I can do this." That was why I bought her book before she ever left the stage, it is the way she speaks and the way she carries herself. She encourages the audience to do the same. It makes you want more. It makes you desire more of what it is that she portrays for all of us to emulate.

Audrey Talbot, Senior Director, Technology Enablement, Charter Communications

Susie has elevated my game professionally and helped me advance my career. Not only is Susie an amazing coach, but she is the best mentor. She is always there for me whenever I need support and guidance. There is no one better in the industry!

Kelly, Vice President, ReMax International

Susie's individualized strength-based coaching has been extremely successful in driving skill development and engagement for our team. Because Susie is able to tailor the coaching, it is so much easier for people to understand how to make the professional changes they want to make. She's had a huge impact across the organization.

Cara Athmann, COO, Cardinal Group Companies

Susie consistently receives outstanding feedback whenever she gives a keynote speech. Her authentic presentation style allows audiences to connect with her instantly. What I love most about Susie on stage is her ability to seamlessly weave stories from her experiences into her presentations, effectively illustrating her points. She skillfully combines research and data with engaging anecdotes, making her messages memorable. Susie's dynamic and relatable speaking style ensures that people remember what she says.

Denise Collison, Senior Vice President, Public Sector Sales at SHI

**Ready to experience these results for your team or event?
Let's connect and make it happen.**



Inspiring Transformations: Real Results from Real Leaders

“She worked wonders...”

I recently moved into a new role and quickly learned that my new team was craving more personal development. I immediately reached out to Susie. She worked her wonders and shaped a thoughtful framework for my team's ongoing development. As a result of her efforts and collaboration, my eNPS motivation scores soared to 70+. The team survey verbatims consistently sighted the benefits of the work we were doing with Susie. I highly recommend Susie when you want to “level up” your team's development and motivation.

Trisha Coy, Vice President, Comcast



“Excellent insight...”

I LOVED Susie's session yesterday! She had excellent insight and provided tools that I had not seen before on negotiation and I have attended A LOT of seminars on the topic.

Barb Smoot, CEO, WELD

“Susie taught me to advocate for myself...”

Like many, I viewed negotiation as this muddy, dirty abyss. Susie's intensive forced me to reflect on my current state of limiting beliefs about negotiation. I thought having an excellent work ethic would be enough to get noticed by my employer; instead, my head-down approach left me overlooked. Susie taught me how to advocate for myself through seeding ideas in a strategic and respectful way.

Chris Wolf, Director, L&D, Cardinal Group Companies

Ready to transform your team or career? Let's connect and create your success story.

Unlock the Power of Negotiation—for Everyone

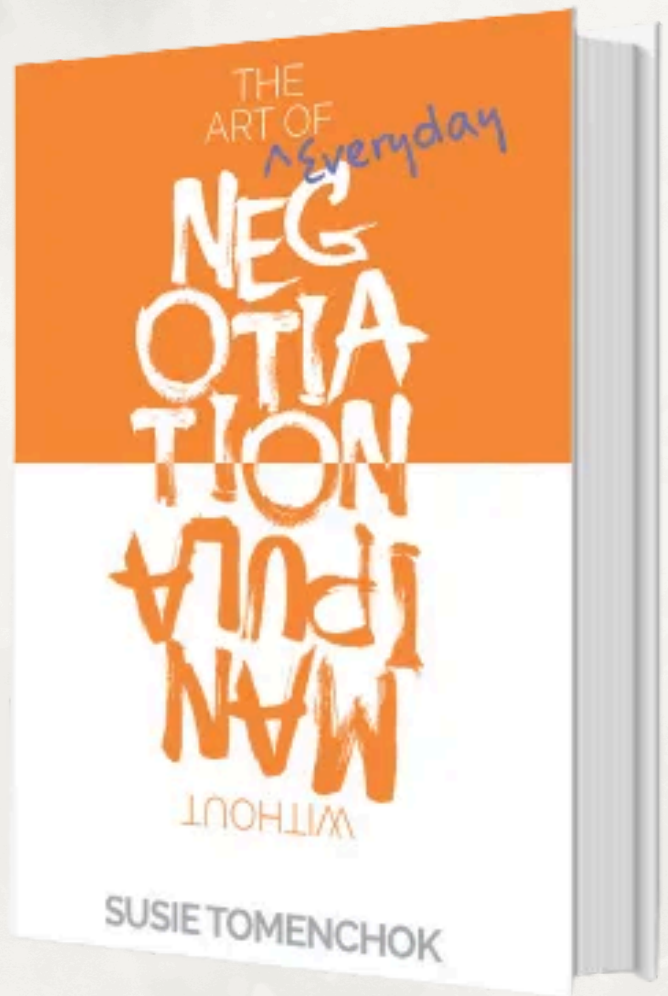
Negotiation doesn't have to be intimidating or manipulative. With a Negotiator's Mindset™, you'll unlock essential skills that drive success in every area of life and work—and I'll show you how everyone wins.

Discover my book:

"The Art of Everyday Negotiation Without Manipulation"

Inside, you'll learn my proven frameworks to:

- **Prepare** for any negotiation with confidence and clarity.
- **Understand** what the other side truly values—so you negotiate from a position of strength.
- **Overcome** fears, boost your confidence, and embrace negotiation as a powerful success strategy.



Every client engagement includes a copy of my book so your entire team can leverage negotiation every day.

Want to go deeper?

Let's design a one-day workshop, multi-day retreat, or group coaching experience to explore, learn, and practice the art of negotiation together.

Prefer a self-guided approach?

Contact me about the book + workbook bundle to equip every professional with the tools they need.



Let's connect and create an experience that will change the game for you and your team.

Let's work together!

Ready to unlock new levels of confidence, influence, and success for yourself or your organization?

Let's create an empowering, career-changing experience—customized for you, your team, or your event audience.

Whether a keynote, workshop, or ongoing partnership, I'll bring proven frameworks like the Negotiator's Mindset™, P.A.C.E.™, CLAW™, and RAISE™ to help you achieve real results.

I look forward to connecting with you!

Email Me

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Negotiation is more than a skill—it is a mindset.