



ROBERT VAN ARLEN

Robert Van Arlen delivers the most engaging keynote your attendees will ever experience. He integrates specific goals of the conference into a powerful message that unites everyone. "Focused Synergy" is the title of his speech and book, and it reveals the key to developing synergy in our life, team or organizations. It is a powerful concept that sets the foundation to thread customized content for each audience.



Robert's keynote speeches can specifically help any sales organization that may have experienced a change in their sales leadership, service organizations that are struggling to achieve customer satisfaction goals, and leaders of organizations that desire to improve the overall focus of their teams.

His corporate experience includes the turnaround of various entities of CCH Legal Publishing. He reversed the division standings of the poorest performing division in the country to the top division for 3 consecutive years. In the 90's, Robert was responsible for re-engineering CCH Canadian Limited and its French Organization CCH FM. He came back to the United States completing his corporate journey as the Western Region Vice President of CCH US.

For the past 10 years, Robert has delivered hundreds of keynote speeches and training programs to improve leadership skills, increase sales and ignite service within organizations. His prestigious list of clients includes state governments, the Federal Government, Destination Resort Hotels, Proctor & Gamble, Cigna Healthcare, Verizon Wireless, Henkel Corporation, Gerber Products and many other small- and medium-sized companies and academic institutions.

Types of Clients:

Sales, service, marketing, technology, academic institutions, associations and organizations that have experienced a change in leadership

Industry Expertise:

Sales, service, hospitality, legal, accounting and technology

Outcomes from Keynote Speeches:

- Most memorable speech experienced by audience
- Greater alignment to a common vision
- Attendees are ignited and want to take action immediately

Top 3 Recent Highlights on Robert Van Arlen

- Is a leading speaker on the topic of Organizational Diversity in the Workplace
- Is a leading speaker to the Human Resources community in many states
- Has spoken to over 250,000 sales people world-wide

Fun things about Robert Van Arlen:

- Jazz piano player
- Hobbies include skiing, tennis and golf
- Recently tested a new hands-free repelling product by jumping out of a 4-story building



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Speech Topics:

All Keynotes are Customized for Each Audience

Igniting Sales Focus

Improving the Beat of Sales

Salespeople are the heartbeat of most organizations; sales teams will learn new ways to grow relationships with prospects and existing customers. As a result, attendees learn new techniques to demonstrate differentiation and become invaluable resources to customers.

Outcomes for Sales-Focused Keynotes and Training Programs
(60-90 minute keynote or half- and full-day training)

- Sales professionals learn new ways to demonstrate differentiation
- Everyone gets aligned to the same vision and goals
- Sales professionals become invaluable resources to customers
- Sales professionals gain greater confidence in their ability to achieve goals

Igniting Service Focus

Orchestrating Service Excellence

Robert Van Arlen reinforces that service is a 24/7 initiative and a core element for retention and growth in almost every industry. Following a diagnosis of a group's existing service standards, Van Arlen finds new ways to improve the customer experience, ultimately helping team members raise their personal bar of excellence, become better listeners and problem solvers, and look to anticipate rather than react to customer issues.

Outcomes from Service-Focused Keynotes and Training Programs
(60-90 minute keynote or half- and full-day training)

- Service team members will raise their personal Bar of Excellence
- Service team members become better listeners, better able to resolve issues and find opportunities
- Service team members become anticipatory in servicing customers, clients, members or guests

Igniting Leadership Focus

Producing a Hit When the Band Has Changed

Van Arlen teaches business leaders how to become igniters, inspiring top performance from team members through a change in leadership that others will want to follow, support and participate in. This program focuses on leader confidence, vision alignment, accountability and measurable growth in performance.

Outcomes from Leadership-Focused Keynotes and Training Programs
(60-90 minute keynote or half- and full-day training)

- Leaders will gain greater confidence in their ability to transform their teams
- Leaders will be able to get their teams aligned to a common vision
- Leaders will experience a greater commitment to personal accountability
- Leaders will experience measurable growth in performance from team members