



FUTURE FORUM

IT'S A DEAL: CREATING RELATIONSHIPS & NEGOTIATING LIKE A CHAMPION

Business (and life) are all about making deals and reaching compromises - but this oft-used skill is still one of the toughest to master. This toolkit highlights tips from four superstar PTTOW! Mentors: a marketing legend from Haribo, a curator and co-founder of the famed FabFitFun, a Chairwoman & CEO taking a legacy brand into the next generation at Ebony / Jet, and the guy who wrote the book on the subject. Check out what they have to say on the matter.

Featured Mentors:

Eden Bridgeman Sklenar // Chairwoman & CEO // [Ebony / Jet](#)

Katie Echieverra Rosen Kitchens // Co-Founder // [FabFitFun](#)

Chris Tuff // Bestselling Author of "The Millennial Whisperer" & "Save Your Asks"

Seth Klugherz // VP, Marketing // [Haribo](#)

EDEN BRIDGEMAN SKLENAR *Chairwoman & CEO*

Eden Bridgeman Sklenar is an entrepreneur, media proprietor, and marketing executive who is currently the owner, Chairwoman and CEO of the iconic brands Ebony and Jet since their acquisition in 2021. Since 2016, she has also served as the CMO of Manna, Inc., which is the parent company that incorporates over 500 restaurant franchises that includes Wendy's, Fazoli's, Golden Coral, Jimmy Johns and Mark's Feed Store. Eden was born in Los Angeles, California and grew up in Louisville, Kentucky where she attended the University of Louisville.

She currently serves as an ambassador for the Women's Food Service Forum as well as a Board Member for The Speed Art Museum, Kentucky Derby Museum, Oxmoor Farm Foundation, Task Force for Funds for the Arts, and the Louisville Ballet. In addition, she is the Program Director and Board Member for the Bridgeman Charitable Group which focuses on access to education for at risk youth and cancer research support.

In 2017, she launched The Trifecta and holds the position of CEO. The Trifecta is an arm of the Bridgeman Charitable Group that produces one of kind experiences at some of the most notable yearly events in the United States including the Kentucky Derby.

SETH KLUGHERZ *VP, Marketing*

Seth Klugherz is a seasoned marketing professional with a wealth of experience in the confectionery industry. As the VP of Marketing at Haribo, Seth leads the brand's strategic marketing initiatives, driving growth and ensuring Haribo's continued success.

With a strong passion for consumer insights and a deep understanding of brand management, Seth has played a pivotal role in shaping Haribo's marketing strategies, enabling the company to connect with consumers on a global scale. His innovative approach to marketing has continued driving brand loyalty and attracting new customers.

Prior to joining Haribo, Seth held senior marketing positions at some of the world's most iconic brands including M&M's, Pantene, and Goodyear.

KATIE ECHIEVERRA ROSEN KITCHENS *Co-Founder*

Co-founder of FabFitFun, Katie Rosen Kitchens has led its evolution as a female-focused media brand, from writing about great lifestyle products to getting them into people's hands. Since launching the FabFitFun lifestyle box in 2013, Rosen Kitchens has shifted her energy toward curating fresh and exciting brands for FabFitFun members and overseeing all brand partnerships and product development.

CHRIS TUFF *Bestselling Author of "The Millennial Whisperer" & "Save Your Asks"*

Chris Tuff is a bestselling author and highly sought after keynote speaker who has presented for Nike, Harvard, Delta, Verizon, Amazon and several other Fortune 100 companies. He began his career as a pioneer of the social media marketing space starting in 2006, becoming one of the first marketers to work directly with Facebook as well as helping them build many of their local-at-scale products for brands like Toyota.

His first book, The Millennial Whisperer, is a USA Today bestseller and has gone on to sell more than 100k copies which explores the importance of empathy and relationships in the workplace, and it equips leaders with tools to attract and retain young talent through genuine connection.

During the pandemic, Tuff shifted toward connections outside of organizations in writing his latest book, Save Your Asks. He's interviewed some of the world's greatest leaders and entrepreneurs and is publishing this handbook to equip everyone with the tools to become better salespeople and networkers through a focus on authenticity and connection.



EBONY JET
MOVING BLACK FORWARD



HARIBO



fabfitfun



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KEY LEARNINGS

Eden

1. THE CORE TO BUSINESS

- Building a network and relationships are essential when searching for new ventures, opportunities, and a workforce.
 - “It’s all about the team. If it’s just you, it’s not as much fun.”

2. PRIORITIZE INTENTIONALITY

- Remote work caused a shift in the way people interact, with individuals ultimately becoming more transactional and direct to adhere to tight schedules.
- Expand the way you create and maintain relationships.
 - Extend invitations for events going on in your life, whether or not there’s a deal at hand.
 - Utilize all tools in your arsenal that will help you connect with others and break down the feeling of transaction.
- When meeting someone outside of work, we don’t ask them what they can do for us and vice versa - champion the same principle even when in a work environment.
- A great way to nurture these connections are with personal gestures such as handwritten letters, thank you notes, etc. This practice has progressively declined - nowadays, people won’t expect it and it’ll be much more impactful.

3. INTERNATIONAL PRESENCE

- Technological advancements will allow us to continue to connect like never before. Be sure to stay informed on all of the latest emerging tools and technologies.

Katie

1. AUTHENTIC COLLABORATION

- Nurture partnerships through building a genuine community!
 - Do the research to understand who your potential partner is.
 - Foster relationships by making potential partners part of your world and including them in relevant groups that you’re already part of.
 - Send a sample product, a thank you letter, or a text that shows you’re thinking of them - a little goes a long way.

2. TAKING A STEP

- In virtual meetings, we’re very cognizant of everyone’s time, so we forget to ask the normal questions you might have during an in-person meeting.
 - Take the time to ask your team how they’re doing, how their weekends were, etc. Give them the space to have an interaction that reaches beyond just business.
- Real-life interactions will never be entirely replaced by digital, so continue to have more in-person conversations whenever possible or applicable.

KEY LEARNINGS

Chris

1. THE "ASK CONTINUUM"

- Effective selling comes from saving our "ask" and focusing on forming relationships through an authentic connection, even if the end goal is a deal.
 - Many people are transaction focused and forget the importance of the "courtship" when finding a partner, making a sale, etc.
- For people who feel nervous, it's important to go above and beyond to connect with a person and "court" them, so by the time you go to close the deal it doesn't feel like an ask.
 - "If the asks come easy, then you must be the askhole."

2. PUTTING BUSINESS SECOND

- COVID or no COVID, we all desire those person-to-person connections.
 - Use strategies such as utilizing video texts to stand out from the rest and to add a more personal flair.
- Focus on nurturing business relationships the same way you do with personal relationships.
 - Ask "what's your dream" or "what fires you up?".
 - The share creates a bond and a potential connection somewhere in your network that can help them. This will waterfall into additional opportunities.
- Focus on nurturing business relationships the same way you do with personal relationships.

3. THE "SHAWSHANK" METHOD

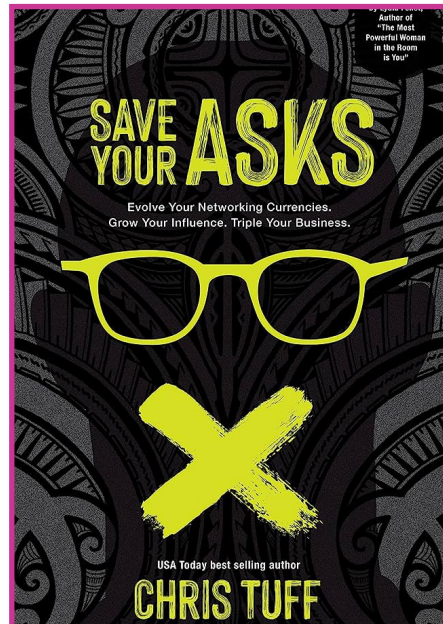
- Be consistent in your communication with people, whether it's through LinkedIn or through text.
- This is a long game strategy that will not only develop the connection but ensure when the perfect opportunity for a deal or collaboration comes along, you're on the top of their mind.
 - The downside is that you can't effectively "shawshank" or develop a truly deep relationship with more than 3 people at a time.
 - While the power of social media is essential, the faster you can move from LinkedIn/Social Media to text, the faster you can deeply develop the relationship.

4. SOCIAL TENSION

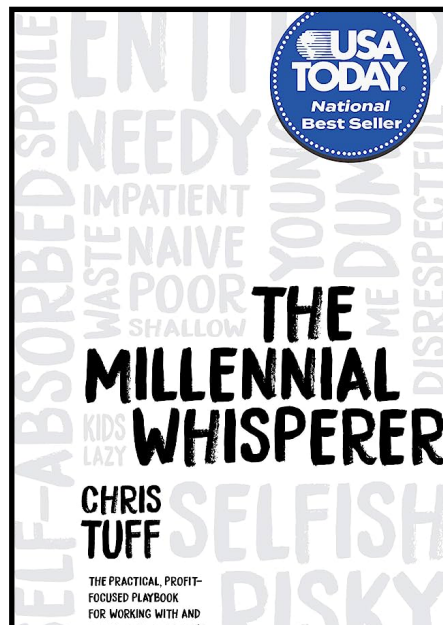
- We need to look to the future of authentic connections by going offline to connect in person, in different out of the box ways than traditional business meetings.
- If we focus on authentic connection we will not only be more successful marketers but also be more fulfilled.

RECOMMENDED MATERIALS TO CATAPULT YOUR SOCIAL

1. **SAVE YOUR ASKS: EVOLVE YOUR NETWORKING CURRENCIES. GROW YOUR INFLUENCE. TRIPLE YOUR BUSINESS**



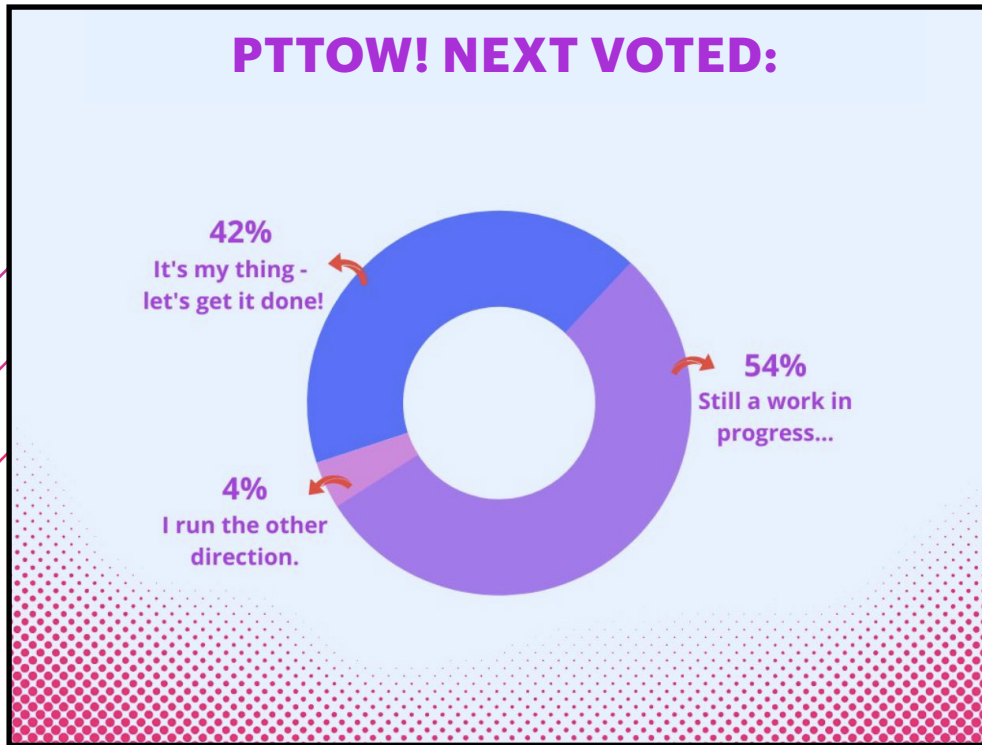
2. **THE MILLENNIAL WHISPERER: THE PRACTICAL, PROFIT-FOCUSED PLAYBOOK FOR WORKING WITH AND MOTIVATING THE WORLD'S LARGEST GENERATION**



POLL

QUESTION:

When it comes to negotiations & relationships:
Are you a closer?!



READY TO WATCH THE REPLAY?

PTTOW! NEXT
FUTURE FORUM

IT'S A DEAL | CREATING RELATIONSHIPS & NEGOTIATING LIKE A CHAMPION
Wednesday, July 12th, 2023 @ 11a - 12p PST

 Eden Bridgeman Sklenar CHAIRWOMAN & CEO	 Katie Echevarria Rosen Kitchens CO-FOUNDER	 Chris Tuff BESTSELLING AUTHOR, "THE MILLENNIAL WHISPERER" & "SAVE YOUR ASKS"	 Seth Klugherz VP, MARKETING

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