

# Cross Cultural Selling

## Introduction

Selling to customers, or retaining existing customers, in a competitive marketplace is a challenge, as customers, more than ever, know what they want and how they want to be sold to. This challenge increases in a multi-cultural environment where your workforce does not understand the differences in their customers' attitudes borne out of their different cultural backgrounds, beliefs, and behaviours. This makes the task of selling or retaining clients even more challenging.

This course will change that and equip your staff with the tools and techniques to sell confidently to different nationalities and personalities and retain existing clients. The aim of this course is to develop the skills, knowledge and associated behaviours related to successfully selling and retaining customers in a B2B sales environment with multi-cultural customers. The course develops a sale from the vital first approach to building rapport, understanding customers' needs and wants, proposing and demonstrating the solution, handling objections and negotiations and closing the sale. It also aims to help staff with retaining existing customers.

## Objectives

By the end of this course participants will be able to:

- Explain 'what is culture?'
- Develop a strategy for dealing with target nationalities and cultures
- Demonstrate a structure for successful selling in a B2B environment
- Build rapport quickly and effectively with a multi-cultural audience
- Establish the needs of the customer
- Display effective sales communication skills
- Highlight the risks of making assumptions with other cultures
- Describe how to match product solutions to customers' individual needs
- Present solutions using F&B statements
- Demonstrate how avoid and overcome customer objections in order to gain commitment to the next step
- Negotiate for mutual benefit
- Close the sale
- Offer excellent aftersales and account maintenance service

## Content

A sample of what is covered includes:

### Understanding cultural differences

- What is culture?
- Understanding our personal cultural heritage
- What is an 'organisational culture'?
- How does a country culture impact on organisational culture and vice versa
- Why we feel comfortable with some cultures, but not others
- Why do we feel comfortable being communicated to/with in certain ways and not others?
- Cultural stereotypes and exploring their myths and realities
- Objective versus subjective culture
- Where culture comes from

- Culture as a norm of distribution
- Improving business communication across cultures: exploring our core beliefs and attitudes

*During this session, participants will be able to access generic cultural differences of a range of different countries. These can be tailored to ones that course participants may deal with on a day to day basis*

*This course uses the models developed by Trompenaar and Hofstede and Richard D. Lewis. As such it covers understanding cultural difference in a number of dimensions:*

- *Uncertainty avoidance*
- *Masculinity/femininity*
- *Power distance*
- *High context/low context*
- *Individualism/collectivism*
- *Achievement/ascription*
- *Time consciousness (monochronic vs polychronic chronemics)*
- *Personal Space (personal/physical proxemics)*
- *Touch and culture (haptics)*
- *Clothing and personal display*
- *Gesture*
- *Gaze*
- *Facial expression*
- *Etiquette - dining, dress and manners*

## **Working Across Cultures**

### **The Basics of Effective Cross-Cultural Communication**

- Questionnaire: Are you an effective communicator?
- What is effective communication?
- The Communication Process
- Barriers to communication: Culture; Style; Assumptions
- The communication cycle
- Understanding what others say
- Acknowledging other people and giving them space
- Identifying and reading body language
- Differences between male and female gesturing
- My personal impact during communication
- Thinking about the message and responding

### **Appointment preparation and planning with culture in mind**

This session will look at how participants prepare for their first meeting with a customer. They will be able to implement a focused approach to put the customer in a more conducive frame of mind to want to continue with the sales process. The aim of the meeting is to sell your company and themselves initially and gain the 'right' to go back and discuss the right solution for the customer.

- Setting objectives
- Setting the agenda and structure for the meeting
- Preparing your materials - adapting your materials to the customer type using NLP
- Preparing yourself - achieving a positive mindset for the meeting

### **The sales process**

This session will be broken down into the four stages of the Sales Process. Several interactive exercises and case studies will enable participants to develop the skills needed

to take the customer through the sales process bearing in mind the nationality they are dealing with, but also equip them with recovery strategies to get back on track if the customer strays from the process.

- Building rapport and getting to know the customer
- Finding out what they need
- Body language
- The risks of making assumptions
- Matching their needs with your solutions
- Presenting solutions
- Reducing jargon and 'tech-speak'
- Eradicating 'feature dumping'
- Using benefit statements to great effect
- Establishing the different types of objections
- Using culture

### **Negotiation Skills**

- Working from the objectives and ascertaining if negotiation is an option to move the sale forward
- Looking at all variables not just price
- How cultures negotiate differently
- Win win outcomes and moving forward to next stage

### **Managing and closing the sale**

This session will map out the process between presenting the solution to the customer and closing the sale. The session will take into account various lead times for this process and look at techniques to reduce the timescales. Participants will develop a 'relationship management approach' to finalise and close the sale:

- Maintaining the right level of contact with the customer, closing the sale and agreeing a way forward
- Establishing a contact strategy
- Developing 'expert status' in the customer's mindset
- Guiding the customer to make a positive decision
- Making the customer experience complete
- Paving the way for future sales opportunities

### **Customer Retention / After Sales**

This session will look at how we retain a customer and keep them happy after the initial sale. It will cover:

- How often to contact and via what medium?
- CRM systems
- Customer service

