

Cross-Cultural Selling

All courses can be
virtual or face to face

Sample Content Includes:

➤ Understanding Cultural Differences

- What is culture
- Organisational vs Personal Culture
- Cultural Stereotypes, Myths and Realities
- Objective vs Subjective Culture

➤ Working Across Cultures

- Improving Business Communication Across Cultures
- Core Beliefs and Attitudes

➤ Appointment Preparation & Planning With Culture In Mind

- Setting Objectives, Agenda & Structure
- Preparing Your Mindset & Materials

➤ The Sales Process

- Building Rapport with Various Cultures
- Using Body Language Appropriately
- Reducing Jargon
- Selling With Culture in Mind
- Handling Objections

➤ Cultural Negotiation Skills

➤ Closing The Sale Across Cultures

➤ Customer Retention/After Sales Strategy

Contact us for a full course outline.

