

Selling Across Cultures

Working with International Markets – MECA01024

Course Number: MECA01024

Course Title: Selling Across Cultures

Contact Information: Sabrina D. Moyer

Email: Sabrina@mecatrain.com

Course Description:

Today, organizations increasingly strive to expand their business through the development and penetration of international markets. As all sales people and indeed business professionals know first impressions are everything. Whether you are launching a new product, delivering a sales presentation or representing your company at an overseas exhibition how you are received will be based on how you act and what you say. Even the most experienced sales teams can face challenges and frustrations when they venture into international markets for the first time as they realize that techniques that work at home are not always as effective overseas. Different approaches to meetings, negotiating, building trust and closing a sale will all impact the success of selling across cultures as will the way they communicate with their new contacts.

With these challenges in mind, this class aims to assist professionals to develop the intercultural competence and communication skills required when selling across Cultures.

Objectives:

- ✓ Increased awareness of your potential clients' requirements and expectations across cultures, focus on Middle East, but other cultures discussed as well.
- ✓ Skills to adapt your existing presentation and negotiation techniques.
- ✓ The opportunity to explore your own context and share best practice with others.
- ✓ Enhanced communication skills for international selling.

Course Content:

- ✓ Understanding the impact cultural difference.
- ✓ Building trust and relationships with potential clients.
- ✓ Interpreting cross-cultural communication styles.
- ✓ Adapting your sales and negotiation techniques.
- ✓ Closing your deal and the importance of contracts.
- ✓ Practical strategies for more effective selling across cultures.

