



# Cross Cultural Effectiveness in Global Sales

## WHO WILL BENEFIT FROM THIS WORKSHOP?

This workshop is invaluable for global account managers who want to benefit from working with customers from different cultures.

## WHY SHOULD YOU ATTEND?

You will:

- Improve your awareness and understanding of your own cultural orientation.
- Understand the communication styles of customers with a different cultural orientation.
- Learn to adapt yourself to a different sales process more effective with customers with a different cultural background:
  - How to build trust in the sales process?
  - How to react to different types of decision making units and decision making processes?
  - How to adapt open questions to cultural different communication styles?
  - How to adapt to different non-verbal communication and expressive communication styles?
  - How to manage different expectations towards time management?

## METHODOLOGY

- Experience oriented presentations encouraging learning from sharing experiences.
- Discussions, cases and exercises to move from cognitive learning to practical implementation.
- Interactive lectures with practical ideas on the consequences of cultural differences on building trust in the sales process.

## CONTENT

This program is an introduction to cultural differences in a business environment. It will provide a mix of global sales skills and it covers a wide range of cultures. The course is an essential building block for everyone who works in an international sales environment and wants to develop better cross cultural competencies.

## LANGUAGES

English, French & Dutch.

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