



International Training
Center Paris

TRAINING SCHEDULE



Phone: +33 6 59 26 89 09

E-mail: Info@itcparis.com

Address: 78, Avenue des Champs-Élysées, 75008 Paris

SELLING TO DIFFERENT CULTURES AND ETHNIC GROUPS

Overview:

The Selling to Different Cultures and Ethnic Groups training program is designed to equip participants with the skills and knowledge required to sell effectively to people from diverse cultural backgrounds. The program will cover a range of topics, including cross-cultural communication, cultural awareness, and adapting sales strategies to meet the needs and preferences of customers from different cultures and ethnic groups.

Objectives:

- Develop an understanding of cultural differences and their impact on sales and customer behavior
- Improve cross-cultural communication skills
- Learn how to adapt sales strategies and techniques to effectively sell to customers from different cultures and ethnic groups
- Enhance cultural awareness and sensitivity

The training program will include lectures, case studies, group discussions, and practical exercises. Participants will have the opportunity to apply the concepts learned in the training program to real-world sales scenarios involving customers from different cultures and ethnic groups. By the end of the training program, participants will have an understanding of cultural differences and their impact on sales, improved cross-cultural communication skills, an ability to adapt sales strategies and techniques to meet the needs of customers from different cultures and ethnic groups, and enhanced cultural awareness and sensitivity.

Targeted Groups:

- Global sales representatives
- International business development managers
- Sales professionals working with diverse markets
- Professionals aiming to adapt sales strategies for different cultures

- Cross-cultural communication specialists

Planning:

Day 1: Introduction to Cross-Cultural Sales

- Overview of the importance of cultural awareness in sales
- Understanding cultural differences and their impact on customer behavior
- Developing cultural sensitivity and awareness

Day 2: Cross-Cultural Communication

- Effective communication strategies for selling to different cultures and ethnic groups
- Developing cross-cultural listening skills
- Overcoming language barriers

Day 3: Adapting Sales Strategies to Different Cultures

- Understanding the impact of culture on sales strategies
- Adapting sales techniques to meet the needs and preferences of customers from different cultures and ethnic groups
- Best practices for selling to different cultures

Day 4: Selling to Specific Ethnic Groups

- Understanding the unique needs and preferences of specific ethnic groups
- Adapting sales strategies and techniques to meet the needs of specific ethnic groups
- Overcoming cultural barriers

Day 5: Enhancing Cultural Awareness and Sensitivity

- Developing cultural awareness and sensitivity
- Overcoming stereotypes and biases in cross-cultural sales
- Building long-term relationships with customers from different cultures and ethnic groups