

## Culturally Focused Sales Training

Gary White

I have trained contact center, retail and technology salespeople in the US, Panama, Estonia and Macedonia with this itinerary.

- A multi-unit retailer in Estonia realized a 27% improvement in closing rate in the two quarters following this training.
- Contact centers have experienced double digit increases in customer closing rate, significant improvements in customer feedback ratings in the two quarters following this training.
- An online retailer in Macedonia has experienced a 40% reduction in product returns in the quarter following this training.

## **Day 1**

### **Module 1:** The Language of Sales (2 hours)

Focuses on the words and phrases that English speakers expect to hear, and respond to during a business or professional interaction.

Practice and Role Play (1 hour)

### **Module 2:** The Cultural Divide (2 Hours)

Examines the way English speakers actually use language. Discusses the variations between English speaking cultures. Addresses the most common errors made by non-native speakers.

Practice and Role Play (1 Hour)

## **Day 2**

### **Module 3:** Sales Fundamentals (2 Hours)

The sales process and the importance of clarity, listening and empathy.

Practice and Role Play (1 Hour)

### **Module 4:** The Salesperson's Role (2 Hours)

Addresses the overall organizational mission and the expected contribution of the sales team. Develops the team members' understanding of their part in achieving the organizational goals.

Questions and Answers (1 Hour)

Usually involves participation from senior management.

### **Day 3**

#### **Module 5: Constant Improvement (2 Hours)**

Introduces the assessment system and its goals. Addresses benchmarking and personal development.

Assessment Practice (1 Hour)

#### **Module 6: Peer Support**

Introduces the concept of peer support and team dynamics. Explains accountability to the team and team development.

Peer Assessment Practice (1 Hour)

### **Day 4**

#### **Module 7: Problems, Imperfections and Failures**

Crisis management and overcoming obstacles and mistakes. From team member failures, to unreasonable customers.

Practice and Role Play (1 Hour)

#### **Module 8: Centered, Focused and Professional (2 Hours)**

Addresses the traits and skills required to be successful and to accurately represent the organization and its mission to the customer. There is a particular focus on integrity and transparency.

Self Assessment and Improvement Plan (1 Hour)