

# SELLING ACROSS NATIONS

## Level 1 – Relationships and communication styles in international sales

### WHAT IT IS ABOUT

This workshop elevates the skills of professional B2B traders on a global level, developing **skills for making successful sales across various cultures** and countries on the international business scene.

In the first part, called Level 1, participants train to understand two fundamentals of working with partners from different cultures.

- Participants get insights for **building business relationships** across different cultures
- Participants are trained **to adjust their communication style** in order to meet the expectations of their international partners

The program is based on the Hofstede Model and provides pragmatic approaches to getting desired results when you are negotiating with people of different origin.

### WHO IT IS FOR

This workshop is perfect for **experienced sales managers** whose operations spread across a number of countries around the world.

It is suitable for those who **are transitioning from a career on a national level** into an international sales career. It is also suitable for international sales managers already working across different countries who want to **bring their success on an even higher level** of achievement.

### PRACTICAL OUTCOMES

In this first part of the workshop participants train to learn how different cultural mindsets perceive the sales and business negotiations process.

- B2B Sales around the world
- How Buyer-Seller relationships are built and maintained across cultures
- Communication styles for building rapport
- Getting sales information in different cultural contexts

# SELLING ACROSS NATIONS

## Level 2 – Persuasion skills for making deals across the world

### WHAT IT IS ABOUT

This workshop elevates the skills of professional B2B traders on a global level, developing **skills for making sales in various cultures** and countries on the international business scene.

In this second part, called Level 2, participants get to know **how to use persuasion skills and arguments** which ensure success in making deals across nations.

The program is based on the Hofstede Model and provides pragmatic approaches to getting results when you are negotiating with people of different origin.

### WHO IT IS FOR

This workshop is perfect for **experienced sales managers** whose operations spread across a number of countries around the world.

It is suitable for those who **are transitioning from a career on a national level** into an international sales career. It is also suitable for international sales managers already working across different countries who want to **bring their success on an even higher level** of achievement.

### PRACTICAL OUTCOMES:

- How building **Trust** happens in different ways across nations
- Using **persuasion** skills in various cultural context
- Different **arguments appeal to different values** across cultures
- Reaching an **agreement** and the decision-making process
- When and how to discuss price, contracts, obligations, technical specifications
- Different views about the **post-sales process**



In the course of more than 30 years of applying the Hofstede Model we have helped clients enhance business effectiveness, capitalize on cultural diversity and make corporate culture work in alliance with strategy.

Founded in 1985 upon the data-driven research model of renowned Prof. Geert Hofstede, we are an international consultancy represented in 37 countries around the world, and one of only two organizations licensed to work with the 6-D Culture data model for business trainings.

The strength of Hofstede Insights lays in the combination of science, experience and business expertise. We are a close-knit network, with a collective wealth of cultural know-how that is based on continuous learning and sharing of experience.

[www.hofstede-insights.com](http://www.hofstede-insights.com)



**Daniela Kaneva**

Daniela is an Associate Partner of Hofstede Insights, senior consultant for California, USA, based in Los Angeles.

Daniela's lifelong career in international sales and marketing has brought her expert and hands-on knowledge about how to work with more than 25 nations in Europe, across the Russian Federation, the Balkan region, the Caucasus region, Middle East, United States and Mexico.

Daniela is a business consultant in the areas of cross-cultural communications, cultural diversity for business, intercultural marketing, global teams management, optimizing corporate culture for strategy and agility for CEOs.



[www.hofstede.us](http://www.hofstede.us)

<https://www.linkedin.com/in/daniela-kaneva>