

Cultural Intelligence In A Sales Environment

Developing cultural intelligence in a global market.

Cultural Intelligence(CQ) within a sales environment can be the difference between closing a deal or not in today's globalised business world. Many salespeople do not realise the impact of cultural differences on their ability to negotiate. Individuals therefore, may need to progress through a kind of self-revelation about their own perceived skills and how these skills impact on their interactions with buyers of culturally diverse backgrounds.

Developing cultural intelligence in a sales environment enables the salesperson to identify their own drive, their own skill set based on cultural knowledge (values, dimensions, systems) in order to plan effectively for clients from different cultural backgrounds. By becoming more culturally aware they will be able to strategise more effectively, and adapt their own behaviours in certain circumstances to better meet their client's needs in a more culturally sensitive way- this results in improved negotiation and sales performance.

The research is clear. Culturally intelligent organisations are more likely to achieve their mission, have more motivated and cooperative staff, are more productive and are seen as the employer of choice. CQ is not an end in itself, but it is a powerful way reach your goals!

Workshop Experience

Identify the four CQ Capabilities: Drive, Knowledge, Strategy and Action

Discover CQ Drive within each salesperson and existing self-efficacy within a sales environment (examine their own cultural biases in a safe environment)

Build CQ Knowledge to learn about cultural dimensions/ systems/ values that impact a sales environment

Structure a strategic plan(CQ Strategy) when dealing with particular cultures, to avoid misunderstandings between buyers and sellers

Develop an awareness of communication styles and cultural differences, that can be adapted for different situations

Focus on CQ Action to know when or when not to adapt in order to respect and successfully interact with members of diverse cultures for effective outcomes

Discover ten crucial questions to consider when negotiating across cultures

For more information, including on-site training and additional resources available, please contact: Steve Morris at 021 575900 or steve@mcgroup.co.nz. Feel free to visit our website www.cctnz.co.nz for more information on course dates and further offerings.



The CQ Advantage

Cultural intelligence (CQ) is the capability to function effectively cross national, ethnic and organisational cultures

Cultural Intelligence and training can be the difference between individuals and organisations that succeed in today's multicultural, globalized world and those who fail.

Cultural Intelligence and training is a more reliable way to predict how you will lead across cultures than your personality, age, gender, where you're from, or emotional intelligence. (Livermore. D, 2015)

90% of leading executives from sixty- eight countries identified cross- cultural leadership as the top management challenge for the next century. (Economist Intelligence Unit, 2006)

Prioritizing cultural intelligence across an organization has proven to play a role in profitability and cost savings

We offer training programmes for the following:

- Leading With Cultural Intelligence
- Train the Trainer In A Multi-Cultural Environment
- Multi-Cultural Workgroups
- Cultural Ambassador Programmes
- Culturally Intelligent Teams

*Cross-Cultural TransitionNZ is a division of Morris Consulting Group,
New Zealand's leading Training and Development Specialists.*

C O N T A C T

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