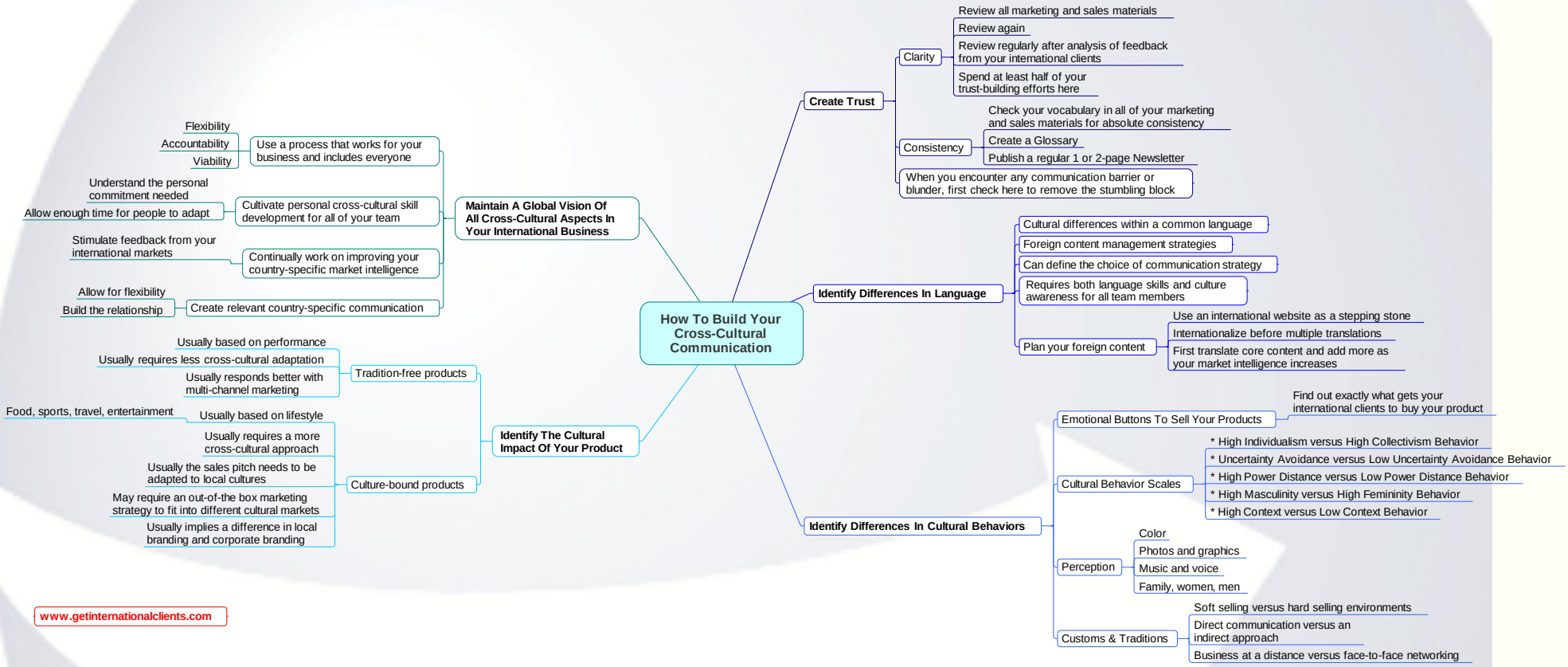
How To Build Your Cross-Cultural Communication
Create Trust
Clarity
Review all marketing and sales materials
Review again
Review regularly after analysis of feedback from your international clients
Spend at least half of your trust-building efforts here
Consistency
Check your vocabulary in all of your marketing and sales materials for absolute consistency
Create a Glossary
Publish a regular 1 or 2-page Newsletter
When you encounter any communication barrier or blunder, first check here to remove the stumbling block
Identify Differences In Language
Cultural differences within a common language
Foreign content management strategies
Can define the choice of communication strategy
Requires both language skills and culture awareness for all team members
Plan your foreign content
Use an international website as a stepping stone
Internationalize before multiple translations
First translate core content and add more as your market intelligence increases
Identify Differences In Cultural Behaviors
Emotional Buttons To Sell Your Products
Find out exactly what gets your international clients to buy your product
Cultural Behavior Scales
* High Individualism versus High Collectivism Behavior
* Uncertainty Avoidance versus Low Uncertainty Avoidance Behavior
* High Power Distance versus Low Power Distance Behavior
* High Masculinity versus High Femininity Behavior
* High Context versus Low Context Behavior
Perception
Color
Photos and graphics
Music and voice
Family, women, men
Customs & Traditions
Soft selling versus hard selling environments
Direct communication versus an indirect approach
Business at a distance versus face-to-face networking
Maintain A Global Vision Of All Cross-Cultural Aspects In Your International Business
Use a process that works for your business and includes everyone
Flexibility
Accountability
Viability
Cultivate personal cross-cultural skill development for all of your team
Understand the personal commitment needed
Allow enough time for people to adapt
Continually work on improving your country-specific market intelligence
Stimulate feedback from your international markets
Create relevant country-specific communication
Allow for flexibility
Build the relationship
Identify The Cultural Impact Of Your Product
Tradition-free products
Usually based on performance
Usually requires less cross-cultural adaptation
Usually responds better with multi-channel marketing
Culture-bound products
Usually based on lifestyle
Food, sports, travel, entertainment
Usually requires a more cross-cultural approach
Usually the sales pitch needs to be adapted to local cultures
May require an out-of-the box marketing strategy to fit into different cultural markets
Usually implies a difference in local branding and corporate branding
www.getinternationalclients.com