International Sales Strategy

- International Lead Generation
  - Identify your ideal international lead profile
  - Target online custom content for international lead generation
  - Establish a qualification process for your international leads
  - Connect with your international markets regularly
- Cross-Cultural Negotiations
  - Acquire the right mindset
  - Establish consistency in objectives
  - Eliminate many cultural barriers with clarity and consistency
  - Ask questions to confirm mutual understanding at key steps in sales negotiation
- International Sales Guide
  - Create a business guide to help your sales staff and all of your employees
  - How to address cultural differences
  - How to answer the objections your international clients have
  - Identify the sales buttons your international clients respond to
  - Establish the questions you need to ask to qualify your international clients
- Cross-Cultural Sales
  - Position your international sales activity clearly
  - Adapt to cultural sales environment
  - Establish your best sales position for this market
  - Focus on building trust

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