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Inclusive Sales: 4 Tips to Reach Multicultural Clients

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Inclusive Sales:

4 Tips to Reach Multicultural Customers

Today's promo buyers are both diverse and global, coming from multiple cultures:

- Selling to this market has tremendous opportunities and challenges but knowing how to communicate across cultural differences with respect will increase your success
- Growth embraces multicultural reality
- Invite you to look around...😊



We are a multicultural country - always have been, and to our credit, always will be. It is something that we should be very proud of and embrace.

~ Cheech Marin



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Inclusive Sales: 4 Tips to Reach Multicultural Markets



Why reach?

Multicultural customers are the youngest and fastest growing segment in the country.

In this session you'll learn "4 Are Core!":

- **To Reach, Is To Outreach** to diverse and inclusive teams
- **Tailor Your Approach** to attract and retain customers with increased cultural awareness, respect and credibility
- **Be Adaptable** to changing environments
- **Rethink Customer Engagement** to enhance understanding and multicultural competence to better reach diverse customers



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Connect | Cultivate | Collaborate



Multicultural Consumers are the Future of the U.S.

More than half the population under 18 years old are multicultural and growing over 2.3 million every year



Multicultural Consumers are Complex

Reaching diverse audiences requires a deep cultivation and understanding of each one's cultures, values and belief systems



Multicultural Consumers have Spending Power

With a population exceeding 130 million, multicultural consumers represent \$3.9 trillion in spending power



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Source cited: Refuel Agency

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tip 1

“To Reach, Is To Outreach”

- Develop, redevelop your marketing plan...to REACH!
- Virtual connections, are valued connections
- Strive to authentically connect to enhance reach
- Recruit, share and exchange ideas to foster awareness, respect and credibility to reach new markets
- Create space for ‘courageous conversations’ to overcome blind spots across ‘systems’



Coming together is a beginning; keeping together is progress; working together is success.

~ Edward Everett Hale



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tip 2

Tailor Your Approach

- Focus On Organic growth - one-size-doesn't fit all, know your clients market needs
- 60 % businesses expect to stand on issues rooted in bringing equity to diverse markets
- Understand the way people communicate and make decisions across population and demographic shifts (FY 2044) within different cross-cultural groups and backgrounds
- Consult experts to help navigate and strike the right chord on cultural nuances



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tip

3

Be Adaptable

"Adaptability Is The Simple Secret of Survival"

Jessica Hagedorn

- Align communications with company goals and values
- Be aware of cultural assumptions, biases and stereotypes of others
- Be flexible and have the ability to move according to shifts in market trends
- Imperfect progress is better than no progress at all



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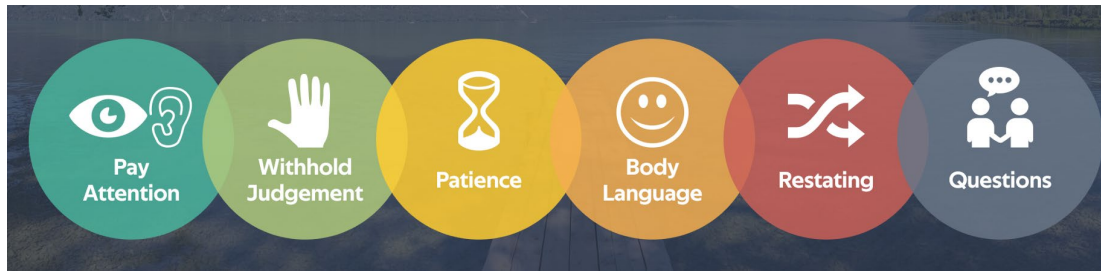


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tip 4

Rethink Customer Engagement

- Patiently listen, watch, and identify market movements to engage multicultural clients
- Multicultural audiences want to see themselves authentically represented
- Actively listen to understand both verbal and nonverbal human relation cues
- Seek to understand social and economic environments to avoid the risk alienation



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Speaker Contact Information



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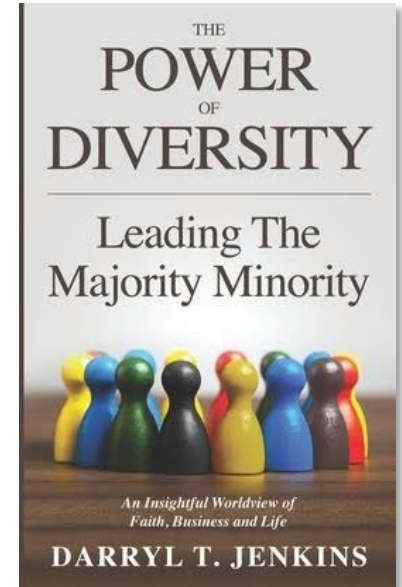
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More about Darryl...

- 20-years as distributor owner and managing partner
- National Mental Health First Aid Trainer
- Active on several boards building capacity and resources to connect, communicate and collaborate across diverse groups in the U.S.
- Available for individual coaching or group training

Schedule time with Darryl

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Final Thoughts & Takeaways...

- **To Reach**, Is To Outreach to diverse and inclusive teams
- **Tailor Your Approach** to attract and retain customers with increased cultural awareness, respect and credibility
- **Be Adaptable** to changing environments, make adjustments
- **Rethink Customer Engagement** to enhance understanding and multicultural competence to better reach diverse customers



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