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Inclusive Sales: 4 Tips to Reach Multicultural Clients

Darryl T. Jenkins, The CPS STORE



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Inclusive Sales: 4 Tips to Reach Multicultural Clients



In this session you'll learn to:

- Strive toward building diverse and inclusive teams
- Attract and retain with increased cultural awareness, respect and credibility
- Offer a broader and more adaptable range of products and service authenticity
- Increase awareness
- Build understanding and multicultural competence to better reach diverse customers



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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 in this environment can be a challenge but knowing how to communicate with respect across lines of difference will increase your success.



"...from every nation, tribe, people and language"

~ Revelations 7:9



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tip

1

Strive Toward Building Diverse and Inclusive Teams

- Share and exchange ideas based on mutual awareness, respect and credibility.



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tip 2

Tailor Your Approach

- Understand the way people communicate and make decisions across different types of cross-cultural backgrounds.
- No longer one-size-fits-all.



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tip

3

Be Adaptable

"Adaptability Is The Simple Secret of Survival"

Jessica Hagedorn

- Be aware of our own biases, stereotypes and cultural assumptions of others.



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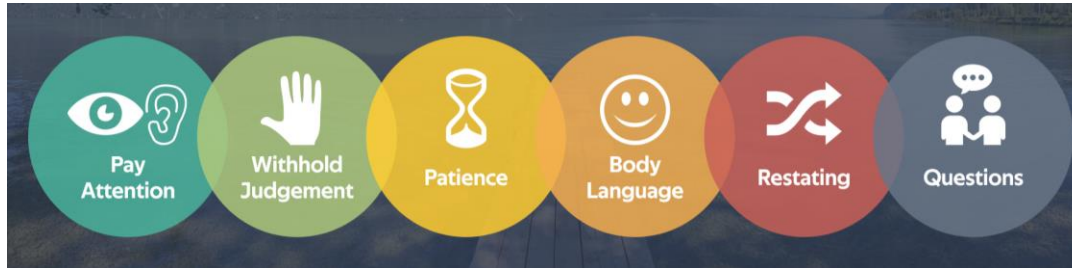


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tip 4

Rethink How We Engage Our Customers

- Active listening means paying attention to both verbal and nonverbal cues.
- Use observation skills / mirroring back.
- Appreciate differences.



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Speaker Contact Information

About Darryl...



Dr. Darryl T. Jenkins

Managing Partner/COO

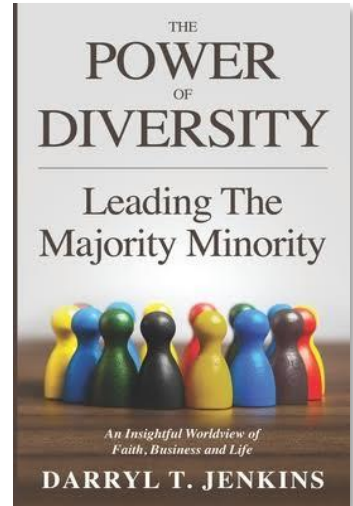
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Twenty-years as distributor owner and managing partner of The CPS STORE, a corporate branding and merchandising company creating diverse business solutions for customers:

- Author of *The Power of Diversity: Leading The Majority Minority*, which helps business leaders and organizations effectively navigate the social cultural landscape to build stronger organizations and communities.
- Serves on several boards building capacity and resources to connect, communicate and collaborate across diverse groups in the U.S.
- Provides one-on-one or group coaching and training



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Schedule time with Darryl
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