

INCLUSIVE SALES

Selling Across Culture, Race, Gender & Generation

ASI SHOW
2021

INCLUSIVE SELLING



WHAT IT IS

WHY IT MATTERS

BLIND SPOTS

SELLING ACROSS CULTURE

Understanding Cultural Norms





Understanding Need

Making the Connection

Building the Bridge

Selling Across Race

Selling Across Generations

The GENERATIONS

GENERATIONAL BUYING BEHAVIORS

RECOGNIZING THE NEED

Selling Across Gender

A blue-tinted photograph of a modern glass skyscraper with its reflection in a pool of water. The building is on the right side of the image, and the reflection is on the left. The sky is a pale blue, and the water is a darker blue. The overall mood is professional and modern.

Yes, There is a Difference

Built-in Bias

Recognizing the Differences

Meeting/Exceed The Needs



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THANK YOU!

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