



Course No. and Title	20. CULTURAL DIVERSITY COMPETENCY FOR MARKETING AND SALE PROFESSIONALS	
Best For	Salespersons who want more opportunities, more customers, more business, and more commission must attend this session.	
Description	<p>The US population is increasingly becoming multicultural and multilingual. The question that sales people in your industry are asking themselves is, “what can I do to win a piece of the 2 trillion dollars minorities and foreign workers are spending every year in the USA?” Not every culture buys and sells the same ways.</p> <p>Because people from one culture do not necessary understand the buying and selling culture of people from another culture, they are coming to our workshops and learn the buying cultures of minorities and foreign professionals. This workshop will give you valuable tips to become the multicultural sales expert you have always wanted to be.</p>	
Location	This program is offered IN-HOUSE at client’s location of choice or as a SEMINAR.	
Participants	Maximum: 30 participants	
Options Duration and Cost	COURSE OPTIONS and DURATION	
	Option 1. Minimum: one hour	COST
	Option 2. Multiple one hour sessions or extended period- same location - same Ante Meridiem or same Post Meridiem. (minimum 3 hours)	\$300/hour
	Option 3. 1-6 hours out-of-town assignment (100 + miles one way)	\$275/hour
Related Expenses	Option 3. 1-6 hours out-of-town assignment (100 + miles one way)	\$1,200
	1. Travel/Mileage	\$30 per round trip or \$.55 per mile whichever is greater.
	2. Out-of-town Assignment	Air & ground transportation + Lodging + Meals.
	3. Training Material	Materials: \$1- \$1.50 per participant (if applicable)
4. Additional Participants	\$15 per participant above the maximum of 30.	
Take Away	<ol style="list-style-type: none"> 1. A certificate of completion. This course may count for continuing education units. 2. Important information beneficial for you professionally, but also to your company 3. A great networking opportunity. 	
Continuing Education Units	Many organizations accept our certificate in conjunction with our detailed course description and objectives (issued separately) to fulfill their yearly continuing education units (CEUs) requirements. Check with your organization for details.	
Just a reminder!	<p><i>“You can buy in any language; but if you want to sell, you better speak the language of your customer!”</i></p> <p style="text-align: right;">Unknown</p>	