

# Cultural Selling

## Coaching Questions

### **“Is there a specific culture you are more comfortable selling to?”**

#### Topic Introduction

Sometimes we think that we can't sell to specific cultures because we don't know enough about their culture. But at some point we had to learn about someone's culture to be comfortable to sell to them. What did we do to get that comfort level?

#### Discussion Questions

- Why are you more comfortable?
- Did you have past success? Why did this happen?
- How did you approach them?
- Did you do anything different than normal?
- What did you learn from this experience?

#### Key Learning

Often it is in our own minds of whether we can do something or not. By reaching out and trying something, we are often surprised at what we are capable of.

### **“How do you try to relate to other cultures when selling or interacting with them?”**

#### Topic Introduction

Building a common ground with someone is the easiest way to build a relationship. Despite cultural differences, there are often commonalities that still rise to the top.

#### Discussion Questions

- How do you try to build rapport with anyone?
- Do you ask questions? Do you listen?
- Do you share your own travel experiences or stories you've heard?
- Do you share your own cultural norms with them?
- Do you look for common ground?

#### Key Learning

People like talking about themselves and sharing with each other. People are social beings! By asking questions, listening, and being genuinely interested, it is very possible to be able to learn about any culture.

### **“Are people less likely to buy from you if you are not part of their cultural background?”**

#### Topic Introduction

Looking at your experience would you say that you can see a trend in your sales success?

#### Discussion Questions

- How are we feeling when we walk into a sales prospect?
- Is it apparent that this is how we are feeling?

#### Key Learning

Self-fulfilling prophecy is a powerful thing. Often if we think that something will happen, that is exactly what will happen as we will behave in a way that ensures it will happen. If you enter a room assuming people will like you, they probably will. With the opposite also being true.