

Overview: 2-Day Workshop

“How to sell in English with confidence”

Are you already a great salesperson in your own language but don't have confidence when dealing with English-speaking clients? Global Confidence's workshop “How to sell in English” is specially designed to help you successfully close deals in English.

To be competitive on the global market, you and your sales team need to be confident selling in English. Global Confidence's workshops are more effective than traditional sales training programs because they combine sales techniques with effective language methods that help your team expand their pool of potential clients and close more deals. If your sales team has only had sales training in their own language, then it's time to start training in English. Let Global Confidence help you and your team gain more English-speaking clients and see your profits soar.

Objectives

This workshop will help you...

- Become more confident expressing yourself in sales situations
- Build great long-term relationships with your customers
- Enhance your professional image and represent your company with pride
- Gain respect from your clients and colleagues
- Reduce misunderstandings in your contract negotiations
- Deal effectively with difficult clients and cultural differences
- Close more deals with English-speaking clients and increase your bottom line

Who is the workshop for?

This workshop is designed for experienced salespeople who are already great at selling in their own language but aren't fully confident with English-speaking clients. You should have an intermediate to advanced level of English to participate (CEFR scale B1 or higher).

In order to keep our sessions as interactive as possible and ensure plenty of time for spoken practice and individual feedback, our workshops are limited to 8-10 participants.



Global Confidence Sales Training

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Program Components

- ✓ Pre-assessment of your team's skills and industry-specific needs
- ✓ Customized content based on needs assessment
- ✓ Presentation of language theory, communication strategies and sales techniques
- ✓ Practical, interactive activities, roleplays and simulations
- ✓ Resource pages with useful phrases and communication tips
- ✓ Optional 1-to-1 coaching as follow-up

Workshop Contents

The Challenges of Selling in English

- Learn the characteristics of English as a Lingua Franca as used in business
- Express yourself clearly and simply to your English-speaking clients
- What to do when you don't understand
- What to do when your English is better than theirs

Customer-Focused Sales

- How to properly conduct a customer needs analysis
- Identify your customer's pain points
- Deal with different client personalities

Building Rapport with Clients

- Use small talk to build rapport with your clients
- Deal effectively with intercultural issues
- Make cold or warm calls in English with confidence

Presenting your Product/Service

- Describe your USPs persuasively
- Communicate the key benefits for your customers
- Negotiate & close deals

About your trainer

Sherri Williams is an expert in sales development, communication skills and Business English training. Originally from the US & Canada, she has been based in Berlin, Germany since 2013 and specializes in customized workshops for sales professionals. She is committed to enjoyable, interactive training that delivers immediate results.



To book a workshop or for a free consultation, contact Sherri Williams today:
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