

[KEYNOTES & PROGRAMS]

REAL SALES AND MARKETING STRATEGIES FOR TODAY'S MULTICULTURAL MARKET

Are your sales representatives losing opportunities to attract prospects and close sales because they are pre-judging the client or customer? Are they only prospecting and selling to people who are "just like them?" If so, this program is for them. This session includes practical techniques and solutions, as well as specific marketing strategies. This program is for people who already know the market and sell, and are looking for ways to increase results through effective relationship-building techniques within today's diverse market.

As a result of applying the strategies and tactics presented, you will be able to:

- Identify key behaviors that often reduce trust, respect, and cooperation across diverse groups and replace them with behaviors that work;
- Quickly identify a prospect's "comfort zone" surrounding the sales process and determine the best ways to initiate contact, make the presentation, negotiate, close the sale, and maintain positive client relationships;
- Develop a marketing plan that produces results in the African American, Asian, Latino and GLBT market.