

# How to improve your international B2B sales while using foreign languages

## Is this you and your company?

- Does your company depend on international clients and partners?
- Do your employees need to sell in foreign languages?
- In the current global economic uncertainty, will you need to adapt to completely new markets or partner countries?

## "Our company is doing just fine internationally!"

- What is the medium monetary value of a new international contract?
- How many international sales conversations are your employees able to close?
- What is the typical length of a sales cycle?
- What is the monetary value of a) cutting the medium length of your sales cycles by 10, 20 or 50%, b) of increasing the closing rate by 2%, 5% or 20%?

## "Our sales results don't depend on our employees' language skills!"

- Actually, the Nr.1 skill in ANY selling situation involving people is the sales person's ability to communicate.
- In international B2B sales, your employees are automatically in a more disadvantaged situation if they need to speak in a foreign language.

## "Our employees know English (or any other language) perfectly well/well enough!"

- In language skills, as well as in other sales skills it is not a yes/no question, whether they have the skill or not. The relevant question is: How well, how flexible, how productive can they use English (or any other language) in a sales situation?
- What if improving your employee's communication skills in a foreign language by 5, 10 or 25% would lead to 5, 10 and 25% improvement in their sales performance? What would the monetary value of such an improvement be?

## How can your company benefit?

To improve your company's sales performance in foreign languages we offer the following three options:

- A [strategic work session](#) (2-3 hours), which includes an analysis of the current obstacles and threats, a presentation of quick solutions and ample opportunity for question and answers.
- A [transformational workcamp](#) (2,5 days), in which participants learn how to transform their personal 10 most typical mistakes in communicating in foreign language into their personal advantages.

- **Hands-on consultancy** (1 year), in which we will set up a company-specific internal mentoring and practice system for continuous sales improvement in foreign language.

Training material and role-playing situations will be suited to your specific situation, which will involve coordination in advance with key employees.

## Are you curious?

Gerhard Ohrband is an international sales facilitation consultant, business psychologist and polyglot (21 languages) from Hamburg/Germany. Writer of 9 books.

Contact Gerhard for a free analysis of your employees' foreign language skills. See the contact details below.

## Contact

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