

Hands-on consultancy

During one year, we will raise the level of international sales in foreign languages in your company.

We will work on

- **Practicing sales situations** in foreign languages via regular, institutionalized role-playing (once or twice a week),
- Improving **language skills**,
- Learning **intercultural etiquette**.

For that, you will receive assistance by a local consultant and language expert who will moderate those meetings.

Criteria for improved language skills

We will transform employees' way of communicating according to the following criteria:

- **Understandability:** Systematic practice of using words and grammar that will increase the likelihood of being understood.
- **Authenticity/believability:** How can I make sure that I come across as a real human being (and not as an AI tool)? How can I express myself without sounding like an imitation of someone else?
- **Client-orientation:** How to shift the focus from "I want to impress the other with my foreign language skills" to empathy for others. How can I present ideas in an order and with expressions that match the listeners' expectations most closely?
- **Flexibility:** How can I be prepared for unforeseen situations? How can I come up with quick answers to any question?
- **Appropriate style**

Long-term impact

We will install a system of self-improvement in your company. This will ensure that changes in communication styles will become part of your company culture.

- **Regular, institutionalized role-playing**
- **Mentors**
- **An SOP on international communication**

Contact

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