

Intercultural communication workshop

Intercultural workshop to improve effective negotiation skills for export business

Durée : 7.00 heures (1.00 jour)

Profils des stagiaires

- Administration des ventes Export
- Export area manager

Objectifs pédagogiques

- Analyse communication differences in an intercultural environment
- Develop trust for mutual benefits with you foreign customers
- Avoid misunderstanding on the phone or in writing to foreign counterparts
- Experiment how to handle claims and develop negotiation skills

Contenu de la formation

- Understand the major components of a culture: the "iceberg culture"
 - Understand what is a culture : surface culture and deep culture
 - Understand context for each culture
 - Understand space for each culture
 - Understand time for each culture
 - Understand the power distance for each culture
 - Understand the relation between men and women for each culture
- Identify intercultural communication codes
 - Culture is communication and communication is culture
 - Oral intercultural communication codes (phone)
 - Writing intercultural communication codes (emails and business documents)
 - Develop flexibility in communication style and a super-active listening attitude
- Understand why the word "agreement" doesn't mean the same everywhere
 - Make differences between explicit and implicit cultures
 - Avoid counter-parts frustration and gain customers' loyalty
 - Be careful in using acronyms in english

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- Know the best practices to handle tough situations
 - Use negotiation basics to solve major issues
 - Check the 7 steps of problems solving and P D C A
 - Experiment communication skills : "do's and don'ts"

- Know communication differences for 7 countries
 - Better communicate with US customers
 - Better communicate with russian customers
 - Better communicate with indian customers
 - Better communicate with chinese customers
 - Better communicate with brazilian customers
 - Better communicate with japanese customers
 - Better communicate with german customers

Organisation de la formation

Formateur

Richard Oberti - Consultant formateur Directeur associé 30 ans d'expérience en France et à l'international

Moyens pédagogiques et techniques

- Accueil des stagiaires dans une salle dédiée à la formation.
- Documents supports de formation projetés en français ou en anglais.
- Exposés théoriques.
- Exercices de réponse à des réclamations.
- Quiz online en salle sur une plateforme collaborative.
- Mise à disposition en ligne de documents supports à la suite de la formation.

Dispositif de suivi de l'exécution de l'évaluation des résultats de la formation

- Feuilles de présence.
- Questions orales ou écrites (QCM).
- Mises en situation.
- Formulaire d'évaluation de la formation à chaud sur l'extranet dédié de chaque participant.
- Formulaire d'évaluation de la formation à froid sur l'extranet dédié de chaque participant.
- Attestation descriptive personnalisée de fin de formation.