

Selling your solutions internationally

Adapt your approach. Create opportunities around the world.

This course helps you understand the characteristics of international markets, adapt your message and methods, and develop an effective sales approach across diverse cultural and economic contexts.



“
People.
Ideas.
Decisions.”



Recognise these situations?

- What works in your market works less well elsewhere.
- Your teams know the language but not always the cultural codes.
- AI translates words, not necessarily context.
- You struggle to adapt your offering to very different markets.
- Sales, decision and trust-building cycles vary greatly between countries.



What we will understand

- Attitudes to risk, time, trust, authority and decision-making.
- Intercultural biases and stereotypes.
- How a proposition's value changes with its context.
- The characteristics of markets and regulatory environments.
- The role of localisation and message adaptation.



How we will work

- Intercultural skills, neuroscience and sales.
- Adapt questioning and arguments.
- Role plays and real-world scenarios.
- Analysis of international cases.
- AI to prepare for markets, contacts and scenarios.



What will change in practice

- Better-prepared, more confident salespeople.
- Less mechanical transfer of French sales methods.
- Sales adapted to context without clichés.
- A detailed understanding of local expectations.
- More opportunities and lasting partnerships.



Who is it for?

Sales professionals, export teams, managers, leaders and anyone developing international business.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience • Practical methods
AI • Hands-on experience • Real cases



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.



Request the detailed programme

Questions? Let's discuss your needs.

*Human skills for an augmented world.
Ideas. People. Results.*