



CASE STUDY: GLOBAL MINDSET TRAINING FOR BUSINESS RESULTS



Although the world is becoming increasingly connected through technology, many global professionals lack a strong lens of cultural understanding and often find it difficult to work as effectively internationally as they can in their home country. There are many cultural gaps that can result in fewer engaged teams and loyal customers across the world, for even the most well-intentioned individuals. Frequent challenges these individuals may face frequently include establishing meaningful relationships, working and innovating collaboratively, receiving meaningful feedback and constructive criticism from international stakeholders, selling, scheduling, and communicating across cultures.

Lead Inclusively worked with a global high-tech logistics corporation to address exactly this concern. Non-Asian based companies frequently begin with Western assumptions associated with the entire sales process. Despite having over 250,000 employees globally, the company struggled to understand Asian mindsets and experienced particular difficulty in selling to the Chinese. After going through the Lead Inclusively sustainable change process, which includes assessments, workshops and coaching, the company experienced a 32% increase in average deal size, a 24% reduction in sales cycle and 35% more sales reps achieving their quotas. If you're seeking a more informed global understanding for optimum business results, take the first step now. Contact Lead Inclusively today for a full assessment and strategy session.

INDUSTRY:

High Tech

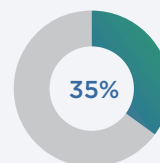
ISSUES:

- Difficulty selling into the Chinese market
- Low cultural awareness among sales reps

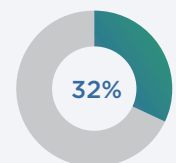
SOLUTIONS:

- Organizational Assessment to determine areas of strength and weakness
- Inclusive Behaviors Workshops to provide understanding around effects of unconscious bias
- Global Mindset Training to utilize the philosophy of the target culture to generate leads, negotiate, close the sale, and maintain the customer

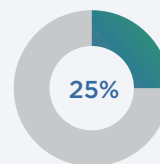
RESULTS:



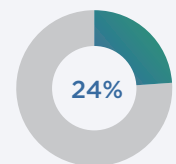
35% More Reps
Achieving Quota



32% Increase in
Average Deal Size



25% Improvement in
Customer Retention



24% Reduction in
length of Sales Cycle