



CAPTURING NEW MARKETS

ISSUES:

- Difficulties selling in China
- Low cultural awareness

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 target culture to generate leads, negotiate, close the sales, and maintain the customer

40%
30%
20%
10%
0%

**35% More
Reps Met
Their
Quotas**

**32%
Increase
in Avg.
Deal Size**

**25%
Increase in
Customer
Retention**

**24%
Decrease in
Length of
Sales Cycle**