

Welcoming international customers



Target audience

Anyone required to welcome an international clientele (catering, hotels, department stores, museums, cultural and recreational places, passenger transport, etc.)



Prerequisite

No prerequisites



Objectives

This training aims to significantly increase the efficiency of participants in their daily professional work with international clients.

At the end of the training, they will have keys to:

- Identify customer expectations
- Describe the services
- Respond to customer questions/dissatisfaction
- Decipher cultural codes and analyze situations of incomprehension
- Adapt their communication and working methods



Added value

- Animation by an interculturalist consultant
- Alternating theory and practical exercises
- Sharing of best practices and individual action plan

PROGRAMME OUTLINE

INTRODUCTION AND ICE BREAKER

- Define the basics of a good and bad welcome

AWARENESS OF THE IMAGE I GIVE TO FOREIGN CLIENTS

- Awareness of the image I give to foreign clients
- Identify and overcome prejudices and stereotypes: is this American really "arrogant" when I greet him? Is this Emirati demanding?

IDENTIFY AND DECODE BEHAVIORS

- Understand the cultural codes of international customers
- Relationship to time: are we willing to wait, etc.
- Relationship and contact with the person: reassure, create a warm atmosphere, put at ease, etc.
- Communication: difficult messages, management of emotions
- Relationship to hierarchy: at what level are we in the eyes of the customer? How to manage this difference in relationship to authority?
- Method of reasoning: does this client from this culture or that need to know everything in detail or will a few concrete facts be enough?

ADAPT YOUR POSTURE ACCORDING TO CULTURE

- Become aware of the unconscious messages sent by your body
- How to create a climate of trust:
- Understanding the request: listening, empathy, adaptation and availability
- The vocabulary to use and that to ban
- Control your emotions
- Managing an uncomfortable situation culturally

ADOPT BEST PRACTICES

- List the identified skills
- Bring out best practices
- Develop your individual action plan



Corporate Training Solutions

Duration: to define.

You wish to organise a specific training course ?
Contact us !



Public Courses

Next available sessions

Duration: 7 hours



October 10, 2024, Paris

1 010 €HT/pers.* Training session held in

* (Technical fees and lunch included)