



WORLD TRADE CENTRE™
MUMBAI

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M. Vaidyanaraya Industrial Research and Development Centre

Cordially invites you to the Seminar on
Understanding the Dynamics of an Assured Sale in a
Cross Cultural International Business Environment

Wednesday, 30th January 2019 | 2.30 pm - 5.30 pm

Centrum, 1st Floor, Centre -1, WTC Mumbai

Understanding the importance of subtle non-verbal communication between cultures becomes crucial in international business as companies continue to expand across borders. Recognizing and understanding how culture affects international business in the areas in communication, etiquette, and organizational hierarchy can help to avoid misunderstandings with clients from abroad and excel in a globalized business environment. While navigating cross-cultural communication can be a challenge, approaching cultural differences with sensitivity, openness, and curiosity can help everyone at ease. In order to understand the dynamics of cross cultural international business, World Trade Centre Mumbai Institute is organizing this seminar.

Topics

- Understanding the Assured International Sale dynamics
- Overcoming the language barriers
- Role of Logic and Emotions in cross-cultural business environment
- Importance of Non Verbal Communication
- Rapport Building across cultures
- Role of Cross-cultural variables in connect creation
- Uncovering the customers' needs
- Critical role of Monetisation of benefits
- Art of Closing an International Sale

Resource Person

Mr. Arun Sehgal

Chairman, Chempro Group of Companies

Mr. Arun Sehgal is specialized in the area of International Marketing over the past twenty eight years. Building his own international business spread across more than 48 countries, today as a first generation entrepreneur, taught him few invaluable lessons in the areas of cross-cultural selling and global business creation. His goal is to continue to learn from the global leaders in any business and this journey may never end.

Registration Fee

₹ 500 + GST = ₹ 590/-

(Payment by cash or Cheque in favour of MVIRDC)

For registration, please contact:

World Trade Centre Mumbai Institute

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