MIND COOKERY TRAINING

Selling Beyond Borders

The power of cultural intelligence in cross-border sales

Selling Beyond Borders is a training on cultural intelligence (CQ) in cross-border sales. Building on Earley and Ang's definition of CQ as the capacity to perceive, think and act effectively across cultural contexts, it starts from a simple idea: a product can be global, but the buying decision is always local. Drawing on research and nearly 30 years of selling across continents, it shows what low CQ costs, how CQ can be trained like a muscle, and how to adapt every stage of the sale for buyers in North America, Europe, the Gulf, Africa and Southeast Asia.

WHAT PARTICIPANTS TAKE AWAY

- **Why CQ, not just EQ:** EQ wins at home, CQ wins away. The four dimensions of CQ: drive, knowledge, strategy and action.
- **The business case:** research linking cross-border miscommunication to lost deals, and higher CQ to stronger sales with customers from other cultures.
- **How to build CQ:** know your own cultural "factory settings" first, then apply curiosity, frameworks (Hofstede, Hall, Meyer), observation and flexibility.
- **Selling across the funnel:** how first contact, discovery, presentation, negotiation and closing change by culture, and how to tell when "yes" really means yes.
- **Regional playbooks:** practical do's and don'ts by region, plus the trust-first codes of Chinese-influenced Asia and the Gulf, including face and the indirect "no".

PROGRAMME

01	**Introductions** Lessons learned across continents	06	**Every Culture Its Own Way** Five dimensions across geographies
02	**What Is Cultural Intelligence?** IQ, EQ, CQ and its four dimensions	07	**Adapting by Region** From North America to Southeast Asia
03	**The Cost of Low CQ** What the research shows	08	**Business Culture in Asia** Trust first: the lesson of Guan Yu
04	**Developing CQ** Curiosity, knowledge, strategy, action	09	**The Gulf & the Arab World** Choose the companion before the road
05	**Why It Matters in Sales** CQ at every stage of the sale	10	**Lessons From the Field** Six markets, six stories

WHO IT IS FOR

Salespeople, business developers, founders and commercial leaders who sell to, negotiate with or manage customers and teams in other countries.

> *"Don't sell in a country whose street food you can't eat. CQ isn't inborn; it's a muscle you train."*

Kerim Alain Bertrand · Founder, Mind Cookery