



Selling in Arabia

I. Description and Objectives

- This program is a two-day workshop designed for those expatriates who are involved in sales and marketing in the Middle East in general and the Arab Gulf countries. Although selling skills and marketing principles are basically universal, the application of such skills is what makes the difference. It is the national and corporate culture that makes the difference.
- To understand these cultural differences, one needs to develop an in-depth understanding of the culture he/she is working in. This program will provide participants with the tools that will enable them to be more effective in selling in this region. It will provide them with an understanding of the core cultural values of the Arab Gulf people that explains individual and group behaviours.
- The program is designed as a workshop with full interaction between participants and the trainer. Many instructional strategies will be utilized including lectures, panel discussions, case studies, role plays etc.

II. Key Topics Content

- **Introduction**
 - Self introduction
 - Expectations and Objectives
 - Developing Program Objectives

- **Module One: Historical background**
 - The Gulf society before discovery of oil
 - The seaside community
 - The desert community
 - The farmers community
 - A quick look at Religion
 - The four important pillars in Islam
 - Religion and the law
 - Islam and tradition
 - Islam and other religions

- **Module Two: The Culture and Cultural Values**
 - The Culture
 - High context
 - Applications and examples
 - Core Cultural Values
 - Family (al bait awalan)
 - Religion (en sha Allah)
 - Al Wasta (personal relationship orientation)
 - El Haya (non-confrontation)
 - Al Nokhedha (power and Hierarchy)
 - Al Hurma (women status)
 - A comparison and contrast with other cultural values
 - Cases

- **Module Three: Selective management concepts and applications**
 - The Kandoora Syndrome
 - Time Concept
 - Decision Making and Problem Solving
 - Concept of Space and space bubble
 - Motivation (what makes them tick)
 - Personalization of business relationships
 - Dealing with female colleagues

- **Module Four: Marketing Applications**
 - Texts and images for advertising and promotion
 - Product life cycle
 - Market segmentation
 - Building trust and confidence (I am ready when your are)
 - Communication styles
 - Colors, size, mode

- **Module Five: Sales and selling**
 - Meeting the customer and presentations
 - First impressions (attire, language, nonverbal cues, etc)
 - Meetings (format, scheduling, agenda, venue, handouts, etc)
 - Closure

- **Module Six: Negotiations with Arabs**
 - Short term and long terms
 - Win-win or lose-win?
 - Steps of negotiation
 - Use of time in negotiating
 - Negotiation is fun
 - When does negotiation with Arabs end?

- Questions and Answers
- Individual issues
- Evaluation and Moving forward

Registration

Fees include: Training material, Lunch, Snacks, Refreshments.

For more information and details please contact us on: info@canadianarabhf.org