



## Objective:

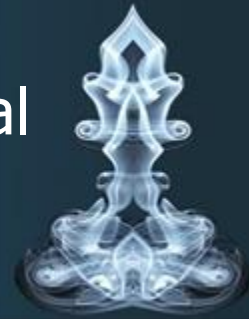
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- To aid participants in developing their skills to deal with American customers by helping them understand:
  - The context of American business culture
  - Expectations of the customer
  - Protocols to be followed when working with American customers

## Training Topics:

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- **Cultural Awareness**
  - Understanding some of the salient features of the American culture
  - Learning about the communication styles of your clients
  - Relating to their lifestyle and work environment:
    - The normal work day/week
    - Leisure, sport and entertainment
    - The political and education system
    - Social security, credit cards and other aspects of normal everyday work life
    - Dining etiquette and table manners
    - Business meeting etiquette
    - Americanisms – phrases that are typically used by Americans on a regular basis
- **Making the first impression**
  - Dress code
  - Personal grooming
  - Tone of voice
  - Smiling
  - Greetings and handshakes
  - Body Language and how it is perceived
  - Politeness and courtesy
  - Avoiding gestures that may be misinterpreted



- The importance of punctuality
- **Telephone/Conference Call Etiquette**
  - Ground rules for conference calls
  - Making introductions
  - Punctuality
  - Do's and don'ts on conference calls
  - Using the 'Mute' function
  - Do's and Don'ts on the telephone
  - Important components of a dialogue
    - P – Pitch
    - I – Inflection
    - C – Courtesy
    - T – Tone
    - U – Understanding
    - R – Rate of speech
    - E – Enunciation
- **Body Language:**
  - The Handshake
  - Developing an attractive facial expression
  - Maintaining eye contact
  - Hand movement and gestures

## **Training Hours:**

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The American Cross Culture Program will be anywhere between 8 and 16 hours based on the needs of the client.



## **Training Methodology:**

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- PowerPoint will be used to teach concepts and show movie clips (where appropriate)
- Role plays will be used to enable the trainees to look at situations from various perspectives
- Activities which enhance their understanding of theoretical concepts will be used
- The training will be centered around experiential learning techniques

## **Resources Required:**

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- Momentum Training Solutions will conduct the training
- Maximum number of participants to a class will be 15
- The training will be conducted at a venue organized by your organization
- The LCD projector & computer will be provided by your organization
- Handouts will be printed/photocopied by the client