

OBJECTIVES

Develop your skills to personalise your welcome to international clients



Your international customers will have an experience that will build loyalty



Once they are loyal, they will come back and recommend you



- Be aware of the **impact** of culture on business relationships
- **Adapt your behaviour** to different cultures (verbal / nonverbal)
- Better **understand** your customers, identify and meet their expectations
- Be **inspired** by the Anglo-Saxon notion of service excellence
- **Respond effectively** to customer problems/needs
- Acquire tools to **communicate successfully** in a multicultural environment

TARIFFS & DURATION

One to one session 14h	825€/pers
Binôme / trinôme 18,5h	580€/pers
Group session (max 8) 22h	360€/pers

TVA not applicable according to article 293 B of the general tax code France

FINANCING BY CPF

Eligible for CPF if the course is conducted at least in part in English

LOCATION

By video-conference on Zoom, Teams  or face to face in your establishment / a mutually agreed location 

DETAILS

RELEVANT PUBLIC

Tourism professionals, entrepreneurs, freelancers, bed and breakfast owners etc. in contact with an international clientele

LANGUAGES

English & French

PREREQUISITE

For a total immersion, the sessions can be given in English. In this case, CEFR level B1 is required

TRAINING METHODS

This training is tailored to your needs and organisation. This is why we start with a telephone interview or an on-site meeting to analyse your expectations.

The sessions are built around interactive activities and on-site role-playing based on the clients' concrete experiences. The emphasis is on an atmosphere and setting that is conducive to learning.

THE ADDED VALUE

- + An individual and personalised study based on ebook that is provided to each participant
- + A follow-up session to reinforce the training cycle



EVALUATION

The evaluation is done throughout the course between the trainer and the participant/s. This evaluation will measure positive changes and learning outcomes. It starts with a needs analysis, continues throughout the training and ends with the follow-up session.

A development plan is created at the end of the training to support continuous learning. A cold evaluation is also carried out after 3 months. It allows to measure the implementation of the new skills and to see if other modules are necessary (specific focus on a country for example).

In case of financing by the CPF, the training will be certified by the BEST (Business English Skills Test - RS535).