



Objective:

- 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:

- **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:

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



Training Methodology:

- 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:

- 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