

# Sales Success in a Culturally Diverse Market

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# How Culturally Aware Are You?

## ⌘ Cultural Stereotypes about Americans:

- ☑ We are Too Direct
- ☑ We are Too Honest or Upfront About Our Thoughts
- ☑ We are Too Quick to Show Our Wealth



**Superficial** indications of a person's worth or buying power or decision mannerisms



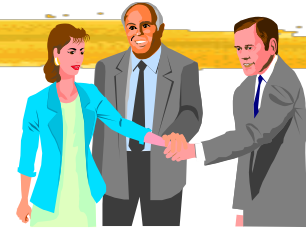
⌘ Their dress and appearance

⌘ Eating habits or manners

⌘ Their attitude towards you, the agent, in the client interviewing process.

⌘ Agreement does not necessarily mean "Yes"...

# Narrow the Cultural Gap With These Guidelines



- ⌘ Use common words
- ⌘ Show appreciation for other's music, art, native dress, beliefs, traditions
- ⌘ Do not make comments about your clients' politics, religion, country likes or dislikes - Do not tell jokes :(
- ⌘ Show respect for the client's children, grandparents

# Common Behavior to Avoid

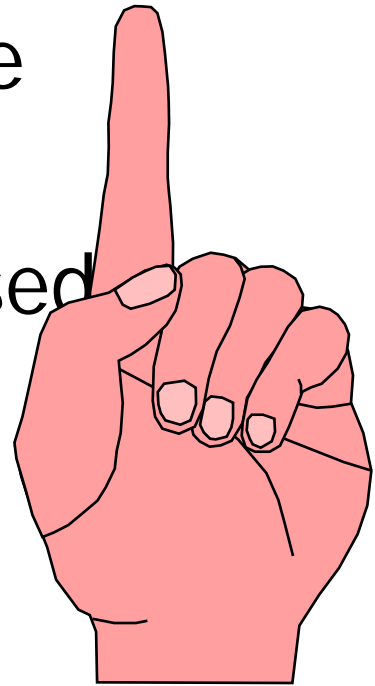
- ⌘ Too much talk in general
- ⌘ Wearing lots of jewelry-especially expensive/flashy jewelry
- ⌘ Using client's first name without permission
- ⌘ Invading other's space (3' apart is good)
- ⌘ Direct eye contact
- ⌘ Showing impatience



# Techniques to Consider Using With all Clients

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- ⌘ Pace the conversation pattern of the client
- ⌘ Try to make yourself the equal size of your client (use closed space/sit down)
- ⌘ Use bowing or head nods to indicate another person instead of pointing
- ⌘ Keep your personal space more closed when gesturing and talking
- ⌘ Family name vs. first name



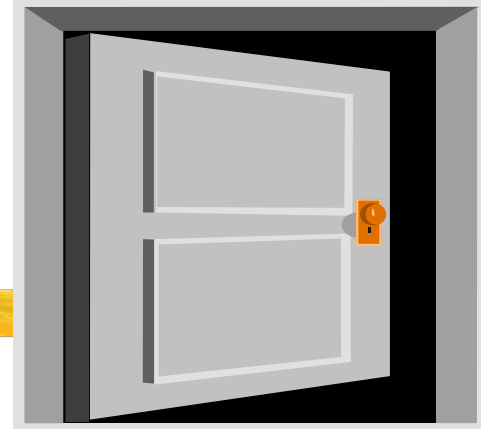
# Common Differences

These are **general statements** and are not used 100% of the time. They are not necessarily the opinion of your speaker :) *Rita's disclaimer*



- ⌘ Time differences - how late is late?
- ⌘ Hand shaking/business card etiquette
- ⌘ Making direct eye contact
- ⌘ Wearing sunglasses while talking to client
- ⌘ Hugging/touching your clients
- ⌘ Getting to know the agent before doing business

# What's in it for me?



- ⌘ Over 58% of Homebuyers are immigrants. Texas is even higher due to transitioning the minority population into the majority population through our Hispanic population growth
- ⌘ Over 53% of **First Time** Homebuyers are Gen X and Gen Y
- ⌘ **National** Buying Power % Gain by Minority Groups in the last 10 yrs is phenomenal. Asians top the list, then African Americans, then Hispanic, others...



# So, What's in it for YOU?



- ⌘ Good manners and etiquette
- ⌘ The flow of verbal and non-verbal communication is open and professional between you and your client.
- ⌘ We believe this better prepares you for not only **more** business but **better** business practices.
- ⌘ "Growth through Knowledge"

# Thank you for Choosing to Be a CHAMPION



Champions Business Etiquette course will help you learn more about Diversity so when you are selling you are confident.