

# Overview of Inclusive Selling

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Inclusive Selling quickly and easily teaches sales professionals how to create inclusion in their sales process from the moment they engage prospects through deal close. Delivered in nudge format through mobile devices, Inclusive Selling is available as a resource wherever and whenever business development professionals need the resource. More inclusive selling equates to more deals, happier clients, and building a brand that demonstrates a commitment to DEI from the start of a customer relationship.

## 1 Inclusion in the Sales Process

- What is Inclusion in the Sales Process
- The Goal
- Moving Beyond the Obvious(examples)
- Increasing Your Toolkit

## 2 Cultural Competence, Agility & Humility

- What is cultural competence
- The 4 factors of cultural competence
- What is cultural agility
- The 4 skills of cultural agility
- What is cultural humility
- The core principle of cultural humility

## 3 Understanding Dimensions of Culture & Diversity

- What is Inclusion in the Sales Process
- The Goal
- Moving Beyond the Obvious(examples)
- Increasing Your Toolkit

## 4 Aspects of Identities and Inclusive Selling

- Knowing aspects of identity is critical to inclusive selling
- Intersectionality and prospects in action
- Examples of identity assumptions gone wrong
- Why making identity assumptions is particularly dangerous in selling

## 5 Microaggressions & Micro-affirmations

- Understanding microaggressions in selling
- Examples of microaggressions in selling
- Understanding microaffirmations in selling



Nudges take between 30 seconds to 2 minutes to complete.  
There are approximately 45 nudges in the current content

## 6 Inclusive Selling Best Practices

- The secret sauce: Inclusive sales meetings
  - Before the meeting
  - When, where, how
- Inclusive proposals and support materials
- Inclusive behaviors

## 7 Powerful Questions

- The power of questions in understanding prospects, closing the deal
- Powerful questions to understand your prospect

## 8 Recap & Taking Action

- Quick Content Review
- Reflection Questions

