



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

Shelley Willingham-Hinton is the founder and president of The National Organization for Diversity in Sales and Marketing (NODSM). NODSM works to help Fortune 500 corporations capitalize on the increasing purchasing power of multicultural consumers without using stereotypes, and helps corporations diversify their sales, marketing and advertising personnel.

Dr. Earl Honeycutt is a Professor of Marketing and Sales Management at the Love School of Business at Elon University in North Carolina where he teaches courses in cross-cultural sales and global marketing. Earl is also the co-author of *Selling Outside Your Culture Zone and Sales Management: a Global Perspective*.

Michael Soon Lee is the President of EthnoConnect, a company which provides coaching on how to sell products and services to multicultural markets. He is the author of six books on marketing and selling to multicultural customers. For over 14 years Michael has spoken around the world on how to increase sales to multicultural customers.

Jeff McFarland is Executive Director of Multicultural Marketing for Verizon. Jeff is responsible for the execution of all marketing, advertising and sponsorship activities in the African-American, Latino, Asian, Russian, People with Disabilities and the Gay & Lesbian marketplace.

Coaching Your Salesforce Toward Multicultural Selling

MONDAY NOVEMBER 5TH, 2007

11AM PT (2 PM ET)

Does your company have a multicultural marketing strategy?

How knowledgeable and adaptive is your sales team to the needs of your target customer groups?

In this program, our guests explain how they've coached and helped organizations develop winning marketing and sales strategies for diverse cultural groups.

HIGHLIGHTS

The National Organization for Diversity in Sales and Marketing (NODSM) defines multicultural as women, African-Americans, Hispanics/Latinos, Asian Americans, Indians, People with Disabilities, the LGBT community, multicultural youth, those with diverse religious beliefs, and Baby Boomers. However NODSM points out that multicultural is more than ethnicity and race – it's a state of mind, lifestyle, and perception.

According to the Association of National Advertisers (ANA), multicultural markets have not only grown, they have become increasingly complex. To align with this trend, successful organizations have taken multicultural marketing beyond creating and promoting a single, standard message to a specific group, such as African Americans or the LGBT community.

How have consultants, coaches, and other outside experts helped corporations develop strategies targeted at these various groups?

What are the challenges in implementing them, and how are coaches helping marketing and sales leaders overcome them?

Our guests address these questions and more.

Highlights of the show include:

- Why multicultural marketing and sales have become important.
- The challenges in rolling out a multicultural marketing strategy.
- How organizations like Verizon have successfully marketed to multicultural groups.
- What to avoid when designing and rolling out a multicultural marketing strategy.
- The role coaches are playing in guiding and facilitating multicultural awareness.
- The benefits that organizations using multicultural coaches are experiencing.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

"IF YOU START TO LOOK AT THE NUMBERS, DEMOGRAPHICS AND CHANGING FACE OF AMERICA, BY 2050 WHAT ARE CONSIDERED MINORITIES WILL BE THE MAJORITY. FORWARD-THINKING COMPANIES ARE STARTING TO RECOGNIZE IF THEY DON'T CAPITALIZE ON MULTICULTURAL GROUPS THEY'RE PUTTING THEMSELVES AT A COMPETITIVE DISADVANTAGE."
SHELLEY WILLINGHAM-HINTON

"GOOD SALESPEOPLE HAVE TO BE ADAPTIVE. YOU CAN'T MATCH UP CERTAIN CULTURAL GROUPS WITH THE PEOPLE THAT ARE GOING TO SELL TO THEM, OR VICE VERSA. SALESPEOPLE NEED TO BE ACCEPTING, RESPECTFUL AND WILLING TO SELL TO PEOPLE THE WAY THEY WANT TO BE SOLD TO."
DR. EARL HONEYCUTT

"A COACH HELPS PEOPLE BE AWARE OF THEIR OWN CULTURAL LENSES, BIASES, AND PREJUDICES. THEY HELP PEOPLE BE AWARE THAT DIFFERENCES AREN'T WRONG. HOW SOME PEOPLE DO THINGS MIGHT BE DIFFERENT FROM THE WAY YOU DO THINGS. FROM A BUSINESS PERSPECTIVE, IT'S IMPORTANT FOR YOU TO RESPECT THOSE DIFFERENCES AND DON'T LET THEM PUT YOU OFF – OR IMPACT YOUR SALES."
MICHAEL SOON LEE

"THE REALIZE CAMPAIGN WAS A CAMPAIGN WE STARTED 18 MONTHS AGO. WE WERE TARGETING PEOPLE WHO HAD AN ENTREPRENEURIAL SPIRIT. IN THE AFRICAN AMERICAN COMMUNITY, A LOT OF PEOPLE WANT TO BE ENTREPRENEURS. REALIZE WAS ABOUT REALIZING YOUR AMBITION AND DREAMS, AND IT INTRODUCED HOW VERIZON PRODUCTS AND SERVICES COULD BE USED TO HELP PEOPLE REALIZE THOSE DREAMS AND POSSIBILITIES."
JEFF MCFARLAND

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