



# Diversity, Equity, & Inclusion in Sales and Customer Service/CX

Excellent for business development employees, sales, and customer service team members, course attendees will **learn the benefits of communicating using an equitable, diverse, and inclusive approach, and hear tips that will help them bring their conversational skills to the next level.**

Through live, instructor-led virtual sessions, attendees will participate in interactive assignments to develop tactics to help them have more authentic conversations and interactions guided by empathy and respect.

**Elevate Communications Approach. Increase Sales and Customer Satisfaction.**

Sales teams with leading DEI practices boast an average lead-to-opportunity conversion rate of 54%\*

## Topics Covered

- Racism
- Bias
- Microaggressions
- Prejudice

Sales professionals are missing opportunities with every conversation they have that isn't diverse, equitable, and inclusive. Capture capital. Improve customer experience.

Register Today



# What Drives Us Forward

Most companies have their values posted on the wall. They say their main focus is customer satisfaction. In most cases, those values don't affect the decision-making process or the employees' daily activities and negatively impact the final customer.

Culture Redesigned targets employees' lack of performance and engagement, helping create highly motivated and engaged teams that deliver exceptional products and services, leading organizations to improved customer satisfaction and retention.

**Creating a tangible, winning culture** in everyday activities that every team member lives is a real solution in a competitive market. Culture is something that competitors can't copy.

## About Adriana

Hi, I'm Adriana, MBA – SHRM SCP & Culture Strategist.

I coach business owners on how to create a winning culture that leverages their company's identity by articulating and integrating the culture into the behaviors of their employees while inspiring them to perform at peak levels and achieve outstanding results.

Process + People doesn't equal success UNLESS you offer an environment where people can thrive.

But it's not just about putting a nice quote on the wall. To build a winning culture, you must communicate culture tangibly so employees ritualize it and externalize it through their behaviors and attitudes.

That's what I'm here to help you achieve.

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