



Is your  
customer  
your king?

How to sell to foreigners

*(by Csaba Szoke)*

Do you  
**UNDERSTAND**  
your customer?





# ADAPT

is it your house  
or my house?



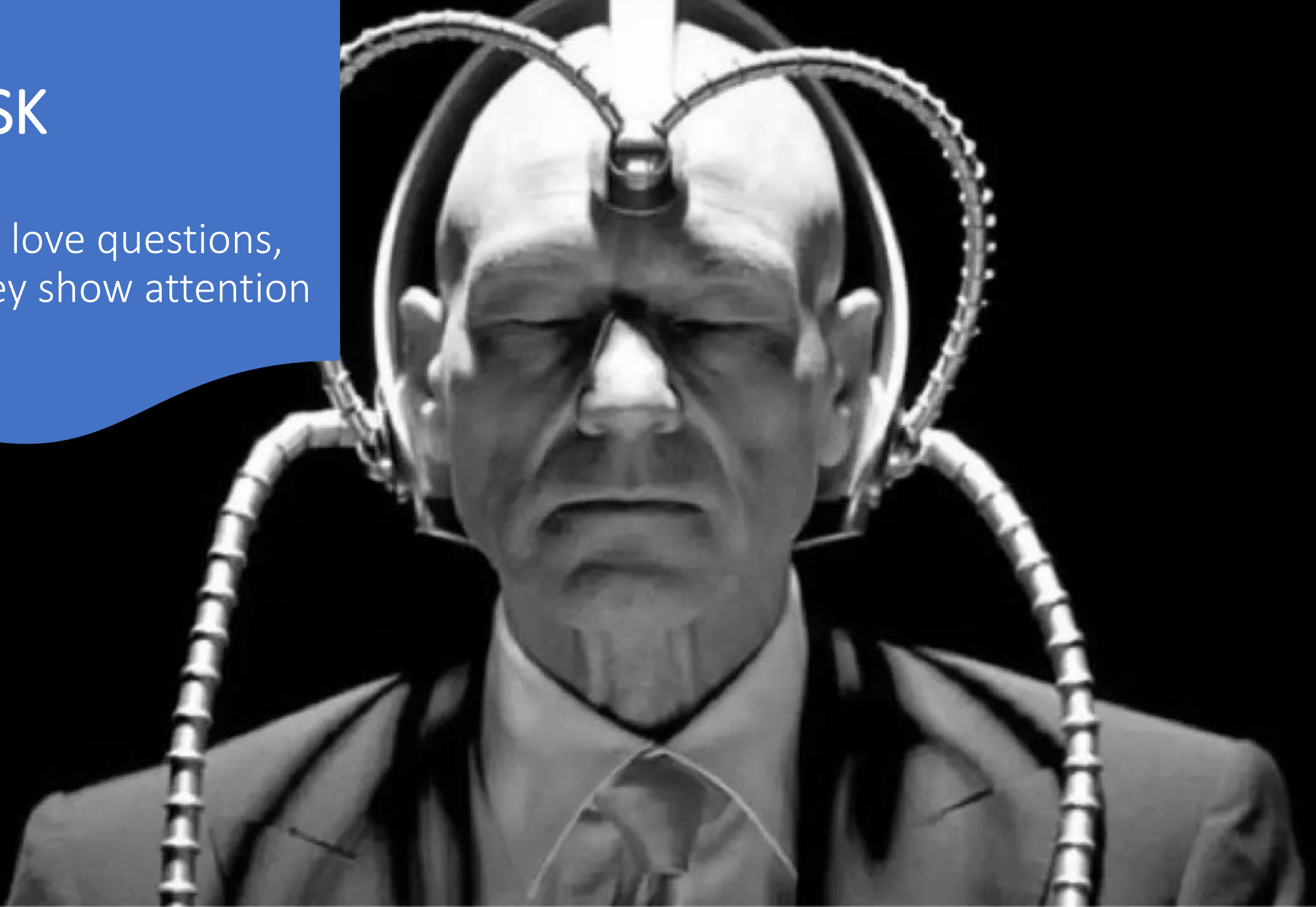
DO.  
NOT.  
PANIC.

please, please...



# ASK

we love questions,  
they show attention



# LISTEN

sugar and butter  
on French fries,  
seriously?



**TAKE NOTES**

protect yourself





CHECK  
DOUBLECHECK  
TRIPLECHECK

remember  
“don't panic”?

TI-84 PLUS  
TEXAS INSTRUMENTS

5+3

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# SEND ORDER STATUS UPDATES

we want reliable  
service, not a  
birthday  
surprise



COMMUNICATE

simple English,  
effectively

«(SONUS)»

