



On-line workshop with BALAJCZA

Tuesday, 28 September 2021

11 am-12 pm



"Multiculturalism in business"

Customer service should be one of the most important and finely tuned areas of your business. You might be selling a great product or service, but neglecting customer service will overshadow all the benefits of your offer and the efforts you put into working on it. This is why it is so important to consciously and effectively manage multiculturalism in business.



During the meeting you will learn:

- ✓ **How to build trust with customers from different parts of the world?**
- ✓ **What does your business card say about you?**
- ✓ **Who should show up at a business meeting?**
- ✓ **And above all, how to establish close relationships in a virtual environment?**

The issue of building relationships and effective collaboration will be discussed by:

Monika Guzek – intercultural trainer, project manager and university lecturer. President of SIETAR Poland. She coordinates strategic marketing projects and is responsible for introducing products into foreign markets and adapting them to the requirements of these markets. For the past 11 years, she continues to find fulfilment in the area of B2B and B2C marketing, actively supporting sales departments and adapting sales support methods to local customer preferences. She has gained extensive international experience: Monika has worked in Poland, Germany, China and Indonesia, and for the last two years she has been dividing her life between Poland and Portugal.

The meeting will be held in Polish.

To confirm your participation, please contact:

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