



Selling in English

Lead the conversation

October 13, 2026

1.30 pm to 4.30 pm CET

Online training

Meeting platform Zoom

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You know your product.
You believe in what you do.
Now make your message land.

A workshop for professionals who want
to sell more effectively in English.

Who it is for

This workshop is for professionals who sell, pitch, and secure buy-in in English.

- Sales professionals
- Business development professionals
- Founders and entrepreneurs
- Business leaders who represent their company in high-stakes conversations
- Anyone who needs to present, persuade, and close in English.

Background

You speak English. You know your product. You believe in what you do and make. So why aren't you getting the deal?

Regardless of industry, sales is an essential role in every business operation — and selling is communicating.

In a world where supply chains cross multiple borders and client bases are spread across many markets, sales conversations increasingly happen in English. For non-native speakers, this adds a layer of complexity that can weaken their power to persuade, influence, and move deals forward.

For many European professionals, selling in English is not primarily a language challenge. Their English is good enough. The true challenge is the communication gap: converting language competence into commercial performance. This interactive workshop addresses that gap.

Program

In this focused session, you will learn how to:

- Ask questions that open conversations instead of closing them down.
- Build pitches that get to the point and make people want to know more.
- Use storytelling to connect and make your message stick.
- Use objections to build trust.
- Signal credibility in a language that isn't your own.

You will walk away with language, frameworks, and techniques you can use immediately to help turn your next meeting into a next step.

Meet our expert

Dr. Elke Framson



Dr. Elke Framson is a communication coach and cultural advisor who has spent more than 30 years at the intersection of language, culture,

and commercial performance. She has worked across Austrian and American markets, including teaching communication at universities on both sides of the Atlantic and pitching for the US-based family business. Building on her academic and business experience, she launched TransAtlantic Coaching & Training and now helps leaders and teams from around the world communicate with greater clarity, confidence, and impact in US and global environments.

Dr. Framson is also an instructor in Stanford University's Continuing Studies program and a Certified Confidence Coach.

www.transatlantic-coaching.com

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Registration fee (per person)

€ 360.00 + 20% VAT

incl. electronic documents, certificate of participation

Reduced fee for ICC Austria members only:

€ 288.00 + 20% VAT

Get 10% discount p. p. for booking 3 participants of a company at the same time per online training date !