



Ferran Zafra. Sales Director

When DigiProces expanded into the international market, I had to reinvent myself. It was an opportunity to develop skills, confidence, and a broader worldview.



In mid-2022, at DigiProces we decided to shift our sales strategy and position ourselves in the global European market. It was then that I realized something: my English was far behind my Spanish and Catalan.

From the moment the company began looking abroad, it became clear that a good product and a strong team weren't enough: we needed to adapt our sales structure to an international scale.

This implied something deeper: not just memorizing vocabulary, but developing the skills of a global sales director: understanding cultural nuances in communication, adapting sales pitches to different

markets, mastering international analysis and prospecting tools, and learning to negotiate in environments where expectations, pace, and decision-making processes differ from one country to another. This business evolution forced us to rethink our way of working and accept that if we wanted to compete in Europe we also had to transform our skills, mindset, and preparation.

At that moment, I thought, "How nice would that Matrix connector be, where Neo learns everything in seconds?" But it doesn't exist. So I had to do it the real way: face-to-face classes with my teacher, John Lumley, and an app to improve my speaking skills.

One of the biggest challenges wasn't grammar, but time. I gave many hours of my own personal time, sacrificing moments to continue growing.



More than three years have passed. Those meetings where I only listened to avoid messing things up are now meetings where I participate, contribute, and sometimes even take the lead. Am I at the same level as my native languages? No. Have I come a long way? Undoubtedly.

Learning a language isn't just about learning words; it's about opening doors, gaining confidence, and demonstrating that adaptation is part of professional development.

And, honestly, the change has meant much more than professional advancement: it has transformed my perspective. Today I feel more open, more confident, and more flexible. Learning English, and thus opening myself up to new markets and new cultures, hasn't just helped me close sales or lead meetings; it has taught me to understand other realities and adapt to different ways of thinking and communicating.

This process has helped me grow as a person. I've raised my patience, discipline and empathy, and I've seen that consistent effort opens doors.

It has given me the confidence to take on challenges that previously seemed beyond my reach and a real sense of pride in seeing how far I can go when I truly commit.

I want to thank both John and DigiProces for accompanying me on this journey, which is not yet over. Because learning never ends, and every step counts.

