



1-STOP ASIA

**We build partnerships to grow**

*A book on sales from 1-StopAsia*

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# Introduction

This ebook is a bit special for us because we have decided to share some knowledge on a topic that's very important for any LSP. In a series of articles we are sharing useful information on Asian languages from the Sales point of view. The book comes as a close collaboration between our Business Development and Marketing teams and it is a combined effort to gather both our experience and knowledge and share it with our partners and readers.

To add a bit of intrigue we've twisted it into a few directions, so readers from all levels of the translation industry can find something useful:

- B2B and selling to other LSPs
- B2B and the PMs perspective
- B2B and your customer's point of view

Are you already curious about it?

Read on to dive into the world of sales, translation industry and our own added value to it!

*Yana Dinchiyska*  
(Executive Manager Europe)



# Top 3 steps to add Asian languages to your portfolio

Truth to be told, while the industry is evolving and growth is something we are used to, the model of securing a successful lead flow into the company only by inbound MKT is not enough anymore. And while some time ago, skillful PMs were enough to secure a steady sales income, currently, we observe this might not be the case. That is why we have to be as creative as possible in our sales approach, when it comes to successfully selling our services.

In this article we've chosen to list 3 steps we think are essential when you want to add Asian languages to your portfolio.

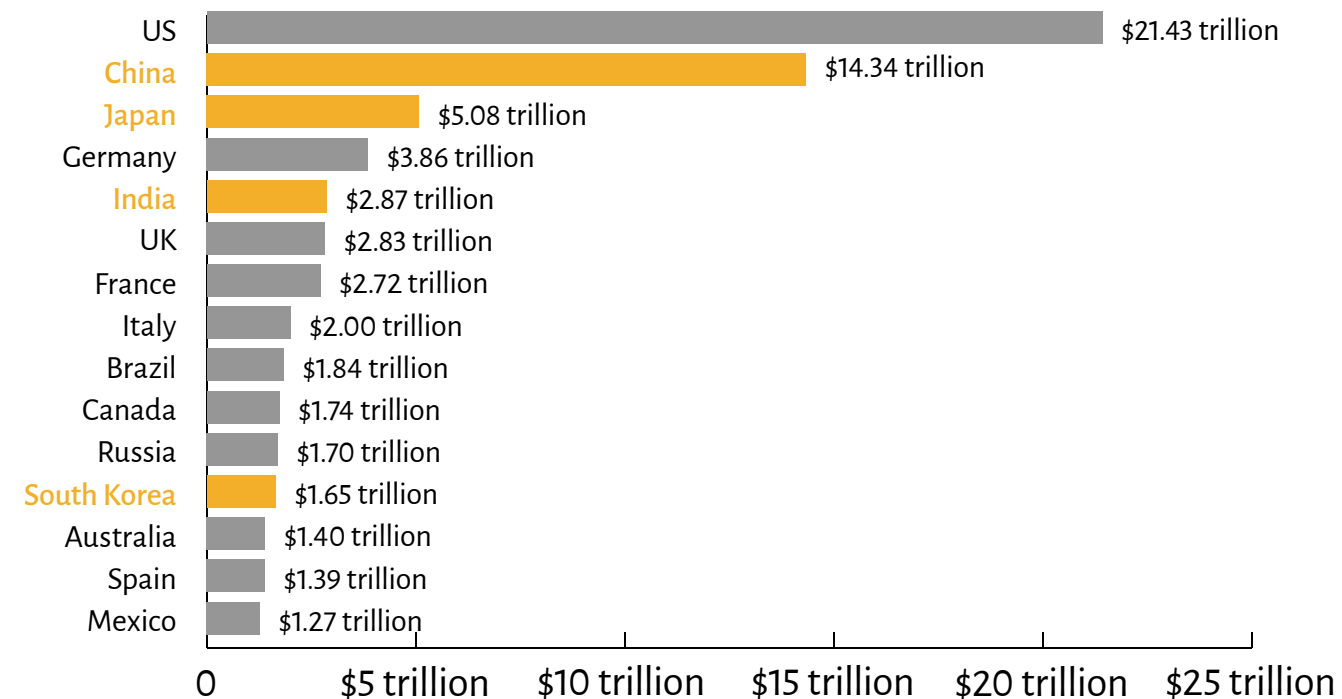
Here is the time to make a stand and answer the main question: *why sell Asian languages?*

**Statistics speaks for itself:** some of the top economies in the world are there, developing countries, huge populations, vast markets and a major language barrier with many of the

countries. If you are an LSP that works in the B2B sphere, then your clients will surely turn towards Asian markets at a certain point.

And with that matter tackled, let's go straight for the initial step!

## Top 15 countries by nominal GDP\*



\*Data source: <https://www.investopedia.com/insights/worlds-top-economies/>  
December 2020

## Define your clients' needs

This is something you might hear from every marketer out there and you may think it is generic advice. The thing is—it is not! Defining your client's needs is the very first step of going forward. Why?

*Can you name 3 problems your products solve for your client?*

If you don't know what your client wants, how are you supposed to find the advantages of your product that will benefit them?

**Let's use an example:** can you name/describe 3 things your product solves for your top clients?

If the answer is no, then it is time to put some work into this. After all this is what our services do—solve the problems of your clients.

Develop a client's persona—define who they are, where you can find them, what they need from you and how your product/services will help them achieve it.

Once you get there, think about how to fit Asian languages into their picture, so it can get them to the goals they want to achieve.



## Learn Asian languages specifics

You might wonder if you need this but believe us – you do! Asian languages have certain specifics when handling them and knowing your product gives you a better opportunity to sell it.

Being competent builds trust and saves you time in clarifying the client's projects prior to sending them to your chosen vendor. If the company you decided to partner with is as good as it looks, they'd be able to provide you with some training on how to sell better. After all, if you sell more, they'll have more work, right?

## Choose the right partner

As essential as your own services are, we know that in our industry diversity of products in each company depend on the right vendors that compliment your own products and team capabilities. So when you've already established that you'd like to go further and start offering Asian language services to your customers, the most important thing you have to do is to conduct proper market research.

Check the available companies but don't stop there. Be thorough about the information you gather. It is not enough for the translation companies to have a very nice website only.

Here are a few things we'd recommend you to check:

- Availability and responsiveness
- ISO certification for translation and project management
- Resources types and location of translators
- Proper feedback procedures
- Size and reputation of the company within the industry.

## In conclusion

Sometimes we become successful by chance and sometimes we build success on our own. The road is always easier if there is a proper plan of action. With this article we've decided to give you some food for thought and a reason to think about selling Asian languages. The hardest part is the start and if you've got the first step already in your mind, then you are on the right track.

### You checklist for choosing the right partner:

- Availability and responsiveness
- ISO certification for translation and project management
- Resources types and location of translators
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- Size and reputation of the company within the industry





# PMs Perspective: top 5 questions about Asian languages

I've been thinking about this topic for a while now and the topic has undergone quite a few transformations. My favorites were along the lines of "Top 5 questions about Asian languages?" "What to ask about Asian languages?" and etc. However, I was never fully satisfied with its scope until I realized something: there are no universal questions and answers and there is no top 5 without taking into account who is asking.

So I started digging and asking around – mainly colleagues of mine, who have experience in talking with our partners and posing the right questions. [Sam Hardy](#) and [Rosen Ivanov](#) have knowledge straight from the source as they've performed some training to partner's account manager teams on the language services we deliver. I can't take credit for all of this, and I just love how a joint team effort came out as this "simple" article. This is what we came up with: an arti-



cle containing 5 questions and answers for language services professionals concerning the translation project management process.

## **#1 If you don't speak the language, how can you process a translation project in it?**

Maybe that will be shocking but only a limited number of our AMs speak the language they process. But...we've got a special trick up our sleeve here, so hear us out. For all the main languages we process we've got a special position in our company called Language Leader. This is the key person who decides who is gonna handle a specific project. The Language Leader is exactly what is implied by the name – skillful in the specific language and very well familiar with the strengths and knowledge of our linguists. So a project is not assigned without going through our Language Leader. Voila! Our AMs don't need to know the language and this means yours don't need to speak it, too.

## **#2 Where are your linguists located?**

When it comes to Asian languages this is quite an important question due to the fact that some languages like Japanese evolve and change in time. To be skillful at translating this

language the translator must be living in the country or at least lived in the said country.

Another reason for knowing the location of a translator is that sometimes language takes a different path based on the place where the people are living. Let's take Hmong language as a second example – Hmong immigrants speak a different dialect than the Hmong located in Asian countries and so are Vietnamese living in the US. Knowing this an account manager will ask more questions to the customer in order to better understand the expected result.

## **#3 Word count or Character count?**

Now that is a question that might require a separate article but I'll try to sum it up in a few sentences. A lot of the Asian languages have very different writing systems from the Latin-based languages. The standard word count tools that we usually use don't work so well and will mislead you as they don't correctly identify words in most of the Asian languages might mislead you if you don't take this into consideration.

Simple examples with Chinese language:

- **Possible slip-up 1:** Quote for the wrong type of Chinese on the document, which can lead to a difference in the price.
- **Possible slip-up 2:** If you have Chinese – English translation



***Sam Hardy***  
(Key Account Solutions  
Provider)

Sam, has many years of experience in customer service and as a sales executive. The knowledge he has gained throughout his career provides him with the necessary tools to support our partners in the most productive and efficient way in every business aspect.

The methodical approach Sam takes towards his work assures all tasks are accomplished—and all of them accomplished to the highest possible standard within the given time frame. If you need someone responsible, someone, with attention to detail, and someone that delivers consistent results, Sam is your guy. That's what makes him such a great asset to our team.

If you want to get in touch with Sam, send him an email at [business@1stopasia.com](mailto:business@1stopasia.com)



project and you give a quote without knowing the ratio between character/word, there might be a difference in the price you'll give your client and the price we will charge you at the end. Best case scenario you just learn about it, before you make a serious mistake but worst-case scenario is you pay more than you've charged your client.

- **Possible slip-up 3:** If you don't have the right package installed on your CAT tool for it to recognize the Asian language you are processing. End result will be the same as above.

To avoid these scenarios we strongly suggest to quote source characters or target words. Our recommendation to prevent these from happening is to always coordinate in advance with your Asian languages vendor and double-check your quote with them. This will save you from any misunderstanding and supply you with the correct information on time.

## #4 Anything specific on CAT tools?

Yes, of course. As almost everything related to the languages we work with, CAT tools also need some specific knowledge to operate with them properly. There are small details like punctuation for the language, segmentation, and what each CAT tool considers a segment sometimes clashes with the

meaning itself, the examples are quite numerous. However, this doesn't mean that CAT tools are useless, on the contrary, they are used but there are particular tools and ways to work with it for each language. Our account managers are trained to work with them and so are the linguists who perform the translation work in our company.

*Rosen Ivanov*

(Account Project  
Manager)



Someone once said that *"You can't do today's job with yesterday's methods and be in business tomorrow"*. This applies very much to the Account Project Manager role, as clients are coming with more complex requests every day.

However the best feeling is when a client has come to us with a pressing and critical problem that we are able to solve. If we are not flexible and don't adapt quickly that will be very hard in the dynamic industry of translation and localization.



## #5 What about quality assurance?

As an ISO-certified company, we've got a straightforward quality assurance process. Our internal QA team performs an obligatory QA at a random 10% of all our workflow. However, if a client of ours requires all of its work to be checked, they need to stipulate this with us as a necessary step of the work process and we will apply their request.

In the end, I have to share with you that there are plenty of other questions out there, which can be answered about working with the languages in our portfolio. In the future, we intend to follow up with more content on the topic, so stay tuned. The current article is part of a series on the topic, which aims to put into the spotlight the processing of Asian languages and make it easier for you to work with them.

PS: Thanks to our Production Director **Katya Danova** for the fact-check!







# Why should I sell Asian languages?

If you are the Executive Director of a translation company and one of your main goals is to continue and secure the well-being of all your employees along with maintaining a steady income for the business itself, then this article might be for you. Today we've chosen to outline a few good reasons for any decision-maker on why considering Asian languages as an addition to your company's portfolio is a reasonable option.

But before we go there, here is some food for thought: throughout the years we've noticed that there is a certain level of insecurity when it comes to dealing with Asian languages without having the resources in-house. However, the diversity of these makes it highly improbable to have all you need within your own team. So it is a kind of a closed circle: you want it, the potential is there but you can't reach it. Do you see any resemblance?



I suggest we tackle this one later on and without losing any more time, we're going straight to our first argument.

### **Markets in Asia are thriving**

We all see how fast China went back on track after the primary COVID-19 shock and now the country with one of the largest populations in the world is recording growth, while a lot of other markets in the west are still suffering. We also can't skip the fact that two of the fastest-growing economies in the world in 2021 are located in Asia (as per Nasdaq) – Macau and India. These developing markets are top locations for investors, too and that is the main reason we are pointing you in that direction. Being an LSP that works in B2B you surely would like to point your finger towards a profitable location to your clients, right?

### **Limited number of clients within a certain sector**

We'd surely be right to state that if you are a regional language provider and you offer a limited number of languages, then at some point the market opportunities you have available will be depleted. So what would be your options then, when you already have a well-established reputation, connections with the companies and are already working with them on a

regular basis. Should this be enough? What if you still want to grow?

I'd say that this is not necessarily the case and one thing a manager can do is seek other opportunities to diversify the products the company offers. Here is the spot, where a good professional translation company can become a valuable partner for you. By choosing a reliable vendor with a single partnership you'll add more than just Chinese or Japanese to your portfolio. You get a single point of contact with a wide variety of services to offer and you get the chance to deal only with one company, not a whole fleet of freelancers.

### **Wider range of services equals more opportunities**

I don't think I should even convince you in the above statement as it speaks for itself. However, a rich service list gives you flexibility and this makes the glove fit when it comes to business. If you have only one Japanese language translator you'd be limited with the topics covered, the CAT tools known, the estimated turnaround time, etc. Well working with a vendor gives you the opportunity to expand the services you are offering. That on the other hand widens the circle of potential new clients that might decide to work with you.



*Request a Quote!*



All of the above-listed reasons are good and valid but there is one more thing one should consider about these markets and it is the **language barrier**. Despite the fact that some Asian countries, like India for example, have adopted English as a second language the vast majority of people there will prefer to communicate in their native language. Language opens up the doors towards these markets and being language service providers one of our missions is exactly this—to open up the doors towards new opportunities. In the end, it all comes down to your team again. You either build it yourself—or have a partner who already has that knowledge (it's what we do all day long ;)).



*“ Language opens up the doors  
towards Asian markets  
& being a language service provider  
one of our missions is  
to open up the doors  
towards new  
opportunities ”*





# CAT Tools: diversity matters

It doesn't really matter if you've been in the translation industry for long or you only touched it briefly, the one thing that always gets stuck in your mind is the word CAT. From the cute fluffy animal you have at home it suddenly becomes a very powerful tool that makes a big difference when dealing with translation services.

This article is about the advantages CAT tools can give your company and your clients but with a little twist. We want to showcase what are the benefits of working with a large company covering a number of CAT tools rather than a bunch of smaller companies each specialized in working with a specific one. Does that make sense already?

## **Diversity means flexibility**

In business, the one that can adapt faster or offer more is always a step ahead of the rest. Transferred to you and the CAT



tools you work with means more options for your clients, too. Not to mention that you'll look more professional with a wide range of CAT tools in your list.

*“The one thing that gets stuck in your mind forever after working in the **translation industry** is the word **CAT**. And no we don't mean your fluffy little friend that you have at home...”*

### **You don't need to know the tool in order to get the job**

If you are an LSP and you want to expand your portfolio, it is not always a must to know and have everything in-house. This is where a company like ours fills in – with its knowledge and narrow specialization in the current case Asian languages.

The truth is that if you have a reliable vendor supporting a list of CAT tools all you need to do is send them the files and the instructions. They'll do the work for you: do the quotation, ask the questions, find the resources and send you the files ready to deliver to your client. That will also give you an

option to skip training your team to work with various CAT tools and spend this budget, for example, on improving their abilities to sell better.

### **Need a particular tool?**

On the other hand, if your project managers are used to working with one particular tool or a client comes and requests a special one to handle a certain project, then looking for a particular translator, in a defined field and that particular tool might be a challenge.

For example, we as a company that aims to work with most of the CAT tools available, spend time to train our in-house (and not only) translators to work with these tools.

### **Lower the price for your clients**

Better price is something that we aim for not only to beat competition but to benefit our clients, too. Being able to save your customers money from a reduced price due to using CAT tools is something that will always put you in good favour.

Additionally, there are some tricks to use when working with CAT tools to assess the translation text and the word/character count.



## Faster delivery to your clients

We all know that we work on a deadline and sometimes it is so tight we barely make it on time. Working with CAT tools makes the turn-around time faster as they do save us some of the manual work we have to perform in translation. So from here on it is easy to follow – if the vendor you work with delivers faster, then you do the same with your customers.

## In conclusion

I hope you haven't expected an article full of technical terms and CAT tools explanations. The technical part is just as important as the one I've explored today but I believe that showing off the benefits for your customers is crucial when making a decision of any kind. A possible collaboration between LSPs to deliver the best **available service** to your client is a possibility which definitely needs exploration. Reliable partners are the key towards good performance and if done correctly will be part of your own customer's success. Do think about it!

*Let's Talk!*



*Katya Danova*

(Global Production Director)

My favorite quote is: “*Proper Preparation Prevents Poor Performance*”. I apply it in every aspect of my life no matter if it's work-related or daily routine. When I am on the verge of something new I always do research and prepare for all possible outcomes. I aim to find the best solution that works for me as I, like everyone else, hate failures.

The same principle applies to choosing the best CAT tool. Here is my shortlist of actions:

- make a list of what is needed for the project
- are there some extras regarding CAT tools that will be useful
- will the above ease the work of our linguists
- check out all the tools we have available along with their pros and cons
- decide which one works best for the project at hand

It may seem time-consuming but it prevents possible future slip-ups and the need to fix something in the very last moment.





# Sales Strategy for the Translation Industry

With the continued growth of the translation industry, there is a need for a new species of employees in almost every company we know. These are sales people and the thing is clients are so complicated sometimes that PMs are not enough if your company aims for constant strategic growth.

It is not because PMs lack skills! On the contrary—from a sales point of view they are the easy way in to talk with a decision maker in a company. Their position, however, holds other key responsibilities and they are simply not as efficient in selling the services we'd like to sell as would be a dedicated sales person.

As our Executive Manager for Europe Yana Dinchiyska likes to say: there are 3 things one would associate with Asia, when it pops out in a conversation:

- Cheap goods



- Beautiful travel locations
- Rich history

And these presumptions quite often are not in our favour. If you have decided to go along the line to develop Asian languages translation as a service that is part of your portfolio, you might be asked these same questions. With this article we want to give you some insight on how to go around them, as we've already had that conversation with quite a few of our long-term partners. The most probable outcome is: if you tackle them the right way, you'll end up with such long-term partnerships, too.

### **Do your research before asking any questions!!!**

There is nothing more frustrating for a potential customer to receive a bad sales email from a company that otherwise seems very reliable. I'll tell you why I say this. Currently there is a lot of emailing done in the translation industry. When I receive an email from a sales person in a company that is already working with us and it either doesn't mention this or it is obvious it is just a copy-paste from a template that speaks for itself.

My conclusion is that first and foremost no initial research was done and the minimum effort hasn't been done to check if we are already working together. Secondly, either the per-

son is not a professional or doesn't really care who is on the other side.

And that is a mass practise at that very moment!

So a few basic steps:

- Check your database
- Check the company's website
- Learn who is the decision maker
- Personalize your emails

### **Learn who is the client of your client**

Is your potential client working with LSPs only or with end-clients? What do they sell and to whom? What is their company strategy for gaining more clients?

The more you know about the target of your clients the more you can adapt the conversation in your favour. Why?

It is simple: show your value and how it will help them in gaining more customers and they'll be happy to work with you.

When we relate this to Asian languages it is quite simple: ask them if their clients are interested in expansion? If their main goal is to gain a new service? Check if their portfolio has only a few services and offer them the option for more.



## Ask about the problems!

You might find it senseless — to actually encourage people to burden you with their own problems. The thing is you do want their burden on your shoulders mainly because this is why they'll choose you to work with. What customer's want is their problems gone and if you know them, you can find a way around them.

If the quality of their current Asian vendor is poor, offer some tests or show ISO certification.

If they lack a certain pair of languages, they'll probably share it and you'll know how to tailor your offer later on.

## Talk less, listen more!

A final piece of advice which I will wrap around with a lovely Japanese saying “Silence is golden”. We'd encourage you to tone down the talking while you try to win a new customer. They are not interested in the polished words and phrases off your website. If you leave them talking and just listen, they'll probably tell you what they want by themselves.

At the end of it all dangle the “adventure” argument after all “sometimes taking the leaps turns into your biggest positive outcome” (and I am quoting Yana here again)

PS: A huge “Thank you!” to our Executive Manager for Europe **Yana Dinchyska**, who I bothered every single day until I got the right content out to create this series of articles. :)







**Yana Dinchiyska**  
(Executive Manager Europe)

Many times I have asked myself which is the best part of my work? By nature, it is infinitely complex in terms of scope from different areas as I deal with financials, sales, strategies, human resources, etc.

I think part of the answer to the question is about my time outside of the office when I spent time in meetings with our partners and clients. The most satisfying part of such meetings, apart from the personal touch, is the opportunity to exchange experiences and good practices. We hope in this book we have managed to achieve it.

*Let's LinkedIn!*



In B2B marketing and sales the focus usually is on the brand, the functionality and what one can gain from a certain product. Company reputation and brand authority are highly regarded and are generally paid more attention.

On the other hand B2C consumers are more easily influenced by emotions, as well as pricing of a product, its prestige and popularity.

(from article: [Marketing in China Uncovered](#))



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