
Sofia conference 2009 Workshop Overview

Selling Translations™ - Growing your Business by Breaking into New Markets

EUATC Conference Sofia 2009 Workshop 2, Day 1 Thursday, 15th October

What’s it all about?

Breaking into new markets can bring significant growth and additional profit to any business. For translation companies this is especially true; and as flexible service based businesses with high quality standards and an international approach, new markets are easier to enter than for many other businesses.

The rewards for successful entry are not just revenue and profit. New markets can spread business risk, more fully utilise existing investments and resources, and smooth-out demand peaks and troughs.

Using an interactive format the workshop will discuss types of new markets, methods of selection, investment required, staff skills and attitudes as well as the strategic commitment required to successfully enter new markets.

This workshop is generated from the tutor’s own direct experience and research in entering translation industry new markets, and uses real-world practical examples. The workshop covers:

- Sales techniques for breaking into new markets
- A strategic framework for new market entry
- New market definitions: vertical, horizontal, and geographical
- Strategic new market evaluation and selection
- New market entry benefits and drawbacks
- Selection of the most appropriate market entry methods
- The marketing required for successful market entry

Who is it for?

This workshop will be useful for any translation company which wants to win clients:

- in new international markets
- in new vertical sectors
- who are direct
- to spread business risk or increase utilisation of existing resources
- who want multi-lingual vendor services in addition to existing regional or single language services

Although there will be an emphasis on sales and marketing, any translation company staff member in a client facing role will find the workshop interesting and useful.

At the end of this session, attendees will be able to:

- Define new markets
- Strategically evaluate and select which market(s) are most appropriate to enter
- Understand the benefits and drawbacks of new market entry
- Select the most appropriate market entry methods for their company
- Understand the marketing support and commitment required for successful market entry
- Understand and appropriately apply tactical sales techniques ensuring new market entry success

What do delegates receive?

Each delegate will receive PDF course notes in English, a pen, and a certificate of attendance.

About the tutor

This workshop will be delivered by Doug Lawrence, a translation industry veteran, who has successfully broken into many new markets for a number of international translation companies; and currently acts as a consultant to many translation companies wishing to do the same. For more details about Lawrence please see the speaker biography on the Speakers page of the EUATC Conference website.

What next?

Contact doug@amicus-transtec.com for more information, or to reserve your place please visit the conference website.

What previous delegates have said about Selling Translations™ workshops:

The workshop delivered by Doug Lawrence on selling translations was just excellent! Practical, useful, and fun all the way! The way Doug presents it keeps you involved and interested. Highly recommended!

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Lilia Borissova, Localisation Manager, Omniage , Bulgaria.

I would like to thank you for the excellent workshop, it really gave me good ideas.

Köszönöm a lehetőséget, hogy részt vehettem ezen a remek workshopon! Kiváló ötleteket merítettem belőle.

Sandor SOJNOCZKY Managing Director, Hunnect Kft .

Doug Lawrence 2009-08-24 v1